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DIE OPTIMALE KAUFSTRATEGIE VON PORSCHE BEI DER MOGLICHEN VW-UBERNAHME



Grin Verlag. Paperback. Condition: New. 160 pages. Dimensions: 8.3in. x 5.8in. x 0.5in. Diplomarbeit aus dem Jahr 2008 im Fachbereich BWL - Controlling, Note: 1,7, Universität Hohenheim, 85 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der sterreicher Ferdinand Porsche bekam den Entwicklungsauftrag zum Bau eines Prototyps des ersten Volksautos. 1) Am 28. Mai 1937 wurde die Gesellschaft zur Vorbereitung des Deutschen Volkswagens mbH gegründet. Ihr erstes und einziges Produkt sollte das von Porsche entwickelte Fahrzeug, der spätere VW-Käfer, werden. 2) Ab...

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