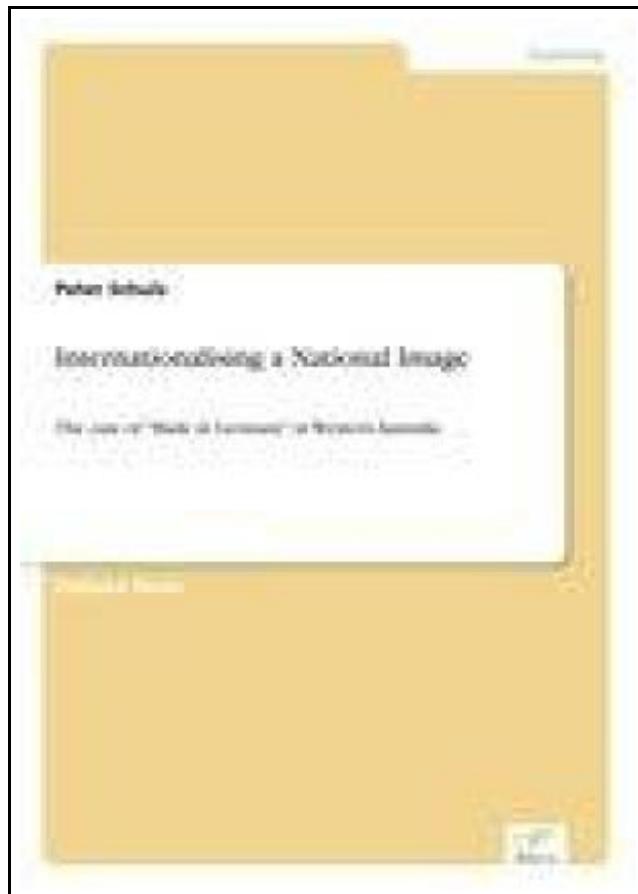


# Internationalising a National Image



Filesize: 7.01 MB

## Reviews

*I actually started out looking at this publication. It normally is not going to cost too much. I am just happy to let you know that this is basically the finest publication i have got read through within my very own life and may be he very best publication for possibly.*

*(Karelle Rippin)*

## INTERNATIONALISING A NATIONAL IMAGE

[DOWNLOAD](#)

To get **Internationalising a National Image** PDF, you should access the web link listed below and download the ebook or get access to additional information which are highly relevant to INTERNATIONALISING A NATIONAL IMAGE book.

Diplom.De Aug 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Trade and Distribution, grade: 1,0, Aachen University of Applied Sciences (Wirtschaft), language: English, abstract: Inhaltsangabe:Abstract: 'Made in Germany' is often regarded to be a guarantor for quality and reliability and German companies have a global reputation for manufacturing products that are superior to products of companies with a non-German identity. This thesis analyses the internationalisation process of the national image of 'Made in Germany' with particular regard to Western Australia. The thesis starts with an assessment of recent developments in the global business environment before going on to highlight internationalisation strategies in general and the specific impact of culture on internationalisation. Subsequently, the paper focuses on the German context by presenting issues associated with the identity commonly attributed to Germans, including national identity, German culture, and German management styles and principles. An evaluation of the 'country-of-origin' phenomenon, with a specific look at the case of 'Made in Germany', and an assessment of German companies in the international arena conclude the section on the German context. A further focus of the thesis is the connection between Germany and Australia, specifically the attractiveness of the Western Australian market and German business presence in Australia. The method of research consists of two major parts: a theoretical framework and a empirical analysis. The theoretical framework is based on a study of literature and provides the foundation necessary for the empirical analysis. The empirical analysis consists of the collection of primary data by means of a questionnaire and the statistical interpretation thereof. The questionnaire was specifically compiled for this thesis. Findings of the paper include that 'Made in Germany' is...

[Read Internationalising a National Image Online](#)[Download PDF Internationalising a National Image](#)

## Other Books

---



### [PDF] Psychologisches Testverfahren

Follow the link under to download and read "Psychologisches Testverfahren" PDF file.

[Save Book »](#)

---



### [PDF] Programming in D

Follow the link under to download and read "Programming in D" PDF file.

[Save Book »](#)

---



### [PDF] Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Follow the link under to download and read "Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird" PDF file.

[Save Book »](#)

---



### [PDF] Have You Locked the Castle Gate?

Follow the link under to download and read "Have You Locked the Castle Gate?" PDF file.

[Save Book »](#)

---



### [PDF] The Java Tutorial (3rd Edition)

Follow the link under to download and read "The Java Tutorial (3rd Edition)" PDF file.

[Save Book »](#)

---



### [PDF] Adobe Indesign CS/Cs2 Breakthroughs

Follow the link under to download and read "Adobe Indesign CS/Cs2 Breakthroughs" PDF file.

[Save Book »](#)