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## THE DAIMLERCHRYSLER MERGER: ONE COMPANY, TWO CULTURES



GRIN Verlag. Paperback. Book Condition: New. Paperback. 40 pages. Dimensions: 8.9in. x 5.8in. x 0.5in.Scholarly Research Paper from the year 2005 in the subject Business economics - Miscellaneous, grade: A, Northeastern University of Boston, course: Cultural Aspects of International Business, 12 entries in the bibliography, language: English, comment: Double line-spacing , abstract: In May 1998 the German car maker Daimler-Benz AG and Americas third largest automobile company, Chrysler Corporation, signed a merger agreement to build the worlds No. 5 automaker....

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- Authored by Tobias Wolf
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