



Global marketing for US auto makers

Angela Moore

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Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Sheffield, language: English, abstract: There was a tendency by the U.S auto makers to consolidate the organization of their companies to only suit the local markets and this was done by the differentiation of products to local markets and ended up even purchasing parts and materials from the local market without considering the external market. This paper seeks to examine the mistakes made by U.S auto makers, how they could adapt to global markets and the strategies they could apply.

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