

# The Global Automotive Industry Automotive Series

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the automotive industry is still one of the world's largest manufacturing sectors but it suffers from being very technology focused as well as being relatively short term focused there is little emphasis within the industry and its consultancy and analyst supply network on the broader social and economic impacts of automobility and of the sector that provides it the global automotive industry addresses this need and is a first port of call for any academic official or consultant wanting an overview of the state of the industry an international team of specialist researchers both from academia and business review and analyse the key issues that make vehicle manufacturing still the world's premier manufacturing sector closely tied in with the fortunes of both established and newly emerging economies in doing so it covers issues related to manufacturing both established practices as well as new developments issues relating to distribution marketing and retail vehicle technologies and regulatory trends and crucially labour practices and the people who build cars in all this it explains both how the current situation arose and also likely future trajectories both in terms of social and regulatory trends as the technological marketing and labour practice responses to those leading in many cases to the development of new business models key features provides a global overview of the automotive industry covering its current state and considering future challenges contains contributions from international specialists in the automotive sector presents current research and sets this in an historical and broader industry context covers threats to the industry including globalization economic and environmental sustainability the global automotive industry is a must have reference for researchers and practitioners in the automotive industry and is an excellent source of information for business schools governments and graduate and undergraduate students in automotive engineering

analysing developments in digital technologies and institutional changes this book provides an overview of the current frenetic state of transformation within the global automobile industry an ongoing transition brought about by the relocation of marketing design and production centres to emerging economies and experimentation with new mobility systems such as electrical autonomous vehicles this process poses the question as to how original equipment manufacturers oems and newcomers can remain competitive and ensure sustainability with contributions from specialists in the automobile sector this collection examines the shifts in power and geographical location occurring in the industry and outlines the key role that public policy has in generating innovation in entrepreneurial states offering useful insights into the challenges facing emerging economies in their attempts to grow within the automobile industry this book will provide valuable reading for those researching internationalization and emerging markets business strategy and more specifically the automotive industry

in 1893 indianapolis carriage maker charles black created a rudimentary car perhaps the first designed and built in america within 15 years indianapolis was a major automobile industry center rivaling detroit and known for quality manufacturing and innovation the aluminum engine disc brakes aerodynamics superchargers and the rear view mirror were first developed there when the indianapolis motor speedway opened in 1909 hometown manufacturers marmon stutz and duesenberg dominated the track the author covers their histories along with less well known contributors to the industry including national american premier marion cole empire lafayette knight lyons and hassler

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