

Akzo Nobel - A European Integration Perspective: A European Integration Perspective - , Kayla Cramer

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The following report gives a review about the chemical company Akzo Nobel in a European Integration perspective and is based mainly at the annual report 2004. Furthermore the authors explain a European Integration perspective between Akzo and Nobel. The first part of the available report contains a brief introduction about our topic and the general economic situation in the Netherlands. In the second part the authors explain the economic aspects and give an overview about the company Akzo Nobel, the commercial and market and the company strategy. The cultural aspects are the third part of this report and show the national and company cultures and the cross-cultural alliance. In the fourth part we explain the Legal issues and show the legal structure, the market position and state aids of Akzo Nobel. With the fifth part we give a summary and conclusion about our project topic and show our opinion about the merger between Akzo and Nobel. Author: Borchel, Robert Author: Cramer, Kayla Author: Aryanus, Elida Sari Publisher: GRIN Verlag Illustration: N Language: ENG Title: Akzo Nobel - A European Integration perspective: A European Integration perspective Pages: 00021 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638384537 Category: Business & Economics : General

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