

Abb Company Analysis - Marion Maguire

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ABB Ltd. is a leader in power and automation technologies. ABB provides products and systems for industrial, commercial customers, and financial services using the most advanced technologies and applications. The ABB Group was formed in 1987 through the merger of the Swedish company Asea with the Swiss company Brown Boveri. Presently its core company is organized into 5 divisions and the following are the percentages of the 2002 gross revenues:- Automation Technology (22%)- Utilities (21%)- Industries (19%)- Power Technology (19%)- Other (19%)Percy Barnevik, who at that time was the CEO of Asea, became the CEO of this new established corporation. Back in 1996, the National Electrical Manufacturers Association (NEMA) recognized Barnevik as an 'innovative inspirational leadership in the electro industry and his role as a chief architect of a global company that recognizes no national borders and vigilantly protects the spirit of entrepreneurship' (ABB, 1996). Through his new management style and through delegating responsibilities to its managers, ABB became a predominant player in the Industrial electrical equipment industry competing with companies such as: Emerson Electric, GE, ITT Industries and Nidec Co. with operation in around 100 countries and employing about 115,000 people.Author: Maguire, Marion Publisher: GRIN Verlag Illustration: N Language: ENG Title: ABB Company Analysis Pages: 00021 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638353748 Category: Business & Economics : Management - General

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