

# Daimler-chrysler Merger Case: Rationale Of A Failure - Nicolas Martelin

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Back in 1998, Daimler-Benz, the German manufacturer of luxury automobiles, had only captured less than one percent of the American market (Daimler-Benz AG, Standard & Poors Stock Reports. New York: Standard & Poors, Inc., July 21, 1997). Meanwhile, the American Chrysler Corporation was willing to extend its international reach, especially in Europe. Given the circumstances, both companies came to the conclusion that a merger would make sense. On May 7th, 1998, the merger was officially announced as the largest trans-Atlantic merger ever. However, this buyout - which could have led to the creation of the greatest car manufacturer in the world - had failed in less than ten years. On May 14, 2007, the DaimlerChrysler company was already a thing of the past. Almost two years after the sale of Chrysler, a question remains: Why the merger failed. If we compare a merger to a marriage, we would say that they married the wrong persons. But how managers and executives from the two companies have gotten it so wrong. Studienarbeit aus dem Jahr 2008 im Fachbereich Wirtschaft - Unternehmensführung, Management, Organisation, Note: A-, International School of Management Dortmund. Author: Martelin, Nicolas Publisher: GRIN Verlag Illustration: N Language: ENG Title: Daimler-Chrysler Merger Case: Rationale of a failure Pages: 00021 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640415397 Category: Business & Economics : Management - General

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