



Non-Linear Growth

The rise of Geely

Ladenpreis: 131,99EUR

ISBN: 9789819952755

Verlag: Palgrave Macmillan, Springer Singapore

Erscheinungsdatum: 29.12.2024

Autoren: Du Jian, Li Sihan, Wu Xiaobo

WEITERE INFORMATIONEN UND BESTELLUNG

<https://ln-mag2-test.webpreview.at/non-linear-growth-9789819952755.html>

Details

This book offers a comprehensive exploration of the transformative trajectory undertaken by Chinese domestic enterprises, with a particular focus on Geely Automobile. Comprising five chapters and totaling 13 sections, the study delves into Geely's remarkable progression from a state of catch-up to surpassing established competitors. The initial chapter chronicles Geely's entry into the automotive industry amidst resource and technological scarcity, shedding light on the strategies employed to achieve breakthroughs during the nascent stages. The subsequent section elucidates Geely's transition from a late entrant to a prominent player in the global automotive market, facilitated by innovative practices across organizational, technological, talent-driven, quality-oriented, and cultural dimensions. The third chapter examines Geely's successful foray into globalization, offering a comprehensive analysis of its non-linear growth trajectory, overseas mergers and acquisitions, and strategic expansion efforts. The fourth part explores Geely's approach to embracing uncertainty and navigating cyclical challenges in the automotive industry, seeking determinative opportunities for future growth. Finally, the concluding chapter draws insights from Geely's non-linear growth and advances the "C theory," an enriched local innovation management framework grounded in China's unique developmental context.