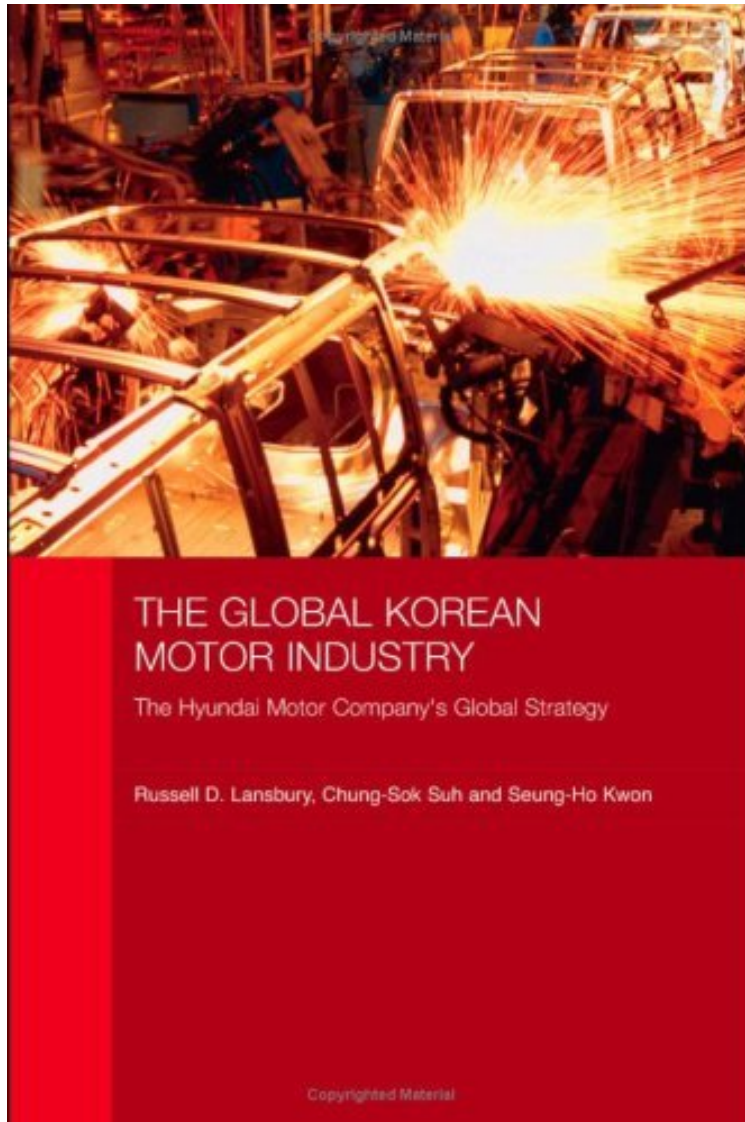


[FREE] The Global Korean Motor Industry: The Hyundai Motor Company's Global Strategy (Routledge Advances in Korean Studies)

## The Global Korean Motor Industry: The Hyundai Motor Company's Global Strategy (Routledge Advances in Korean Studies)

*Russell D. Lansbury, Chung-Sok Suh, Seung-Ho Kwon*  
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Company's Global Strategy (Routledge Advances in Korean Studies):

This book examines the experiences of the globalizing Korean automobile industry, with particular focus on the Hyundai Motor Company (HMC), one of the most prominent of the new Korean multinational corporations. It provides an overview of the changing nature of the global automobile industry, before considering in depth the globalization processes that the Korean automobile industry has undertaken. Tracing the development of HMC as it recovered from the failure of its first venture overseas, in Canada, and tried again in India, the authors explore the similarities and differences between the practices which HMC implemented in India and Korea. They highlight the importance of production systems and employment relations as part of HMC's growth, and argue that if Korean companies such as HMC are to compete successfully as global automobile producers they will need to increase the proportion of overseas production, establish global supply chains and improve co-ordination between head office and subsidiaries. Based upon extensive fieldwork in India and Korea, this book is a detailed account of the globalization of the Korean automobile industry and Hyundai Motor Company. Its findings will be of importance to all those who seek to understand the challenges faced by firms that attempt to become global players.

'The Global Korean Motor Industry is a welcome and needed contribution to our understanding of the evolution of the global automobile industry in the past decade.' -Thomas A. Kochan, George M. Bunker Sloan School of Management, MIT, Cambridge, Massachusetts, USA  
About the Author  
Russell D. Lansbury is Professor of Work and Organisational Studies and Associate Dean (Research) in the School of Business at the University of Sydney. Chung-Sok Suh is Director of the Korea-Australasia Research Centre (KAREC) and Associate Professor in the School of Organisation and Management at the University of New South Wales. Seung-Ho Kwon is Senior Research Fellow in the School of Organisation and Management, and Associate Director at the Korea-Australasia Research Centre (KAREC) at the University of New South Wales.