



Cross-Cultural Management. The case of the DaimlerChrysler Merger

By Ralph Johann

GRIN Verlag. Paperback. Condition: New. 60 pages. Dimensions: 8.0in. x 5.8in. x 0.2in. Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 0, California State University, Fullerton, course: International Management, 25 entries in the bibliography, language: English, abstract: On 6 May 1998, Daimler-Benz of Germany signed a merger agreement with Chrysler Corporation of the United States. The merger marked the beginning of the ambitious goal of merging two styles of auto-making, two approaches to business and the proud, but distinct cultures of two nations. The opportunities for significant synergies afforded by a combination based on factors such as shared technologies, distribution, purchasing and know-how. Daimlers engineering skill and technological advances could be complemented by Chryslers skills for innovation, speed in product development and bold marketing style. Juergen Schrempp, CEO of DaimlerChrysler, said, that the new company will reach an eminent strategic position in the global marketplace by combining and utilizing each others strengths. It seems that Germans and Americans in the enterprise have not become closer since the merger. This paper explores the reasons for DaimlerChryslers failure to realize the synergies identified prior to the merger. It examines the different culture and...



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