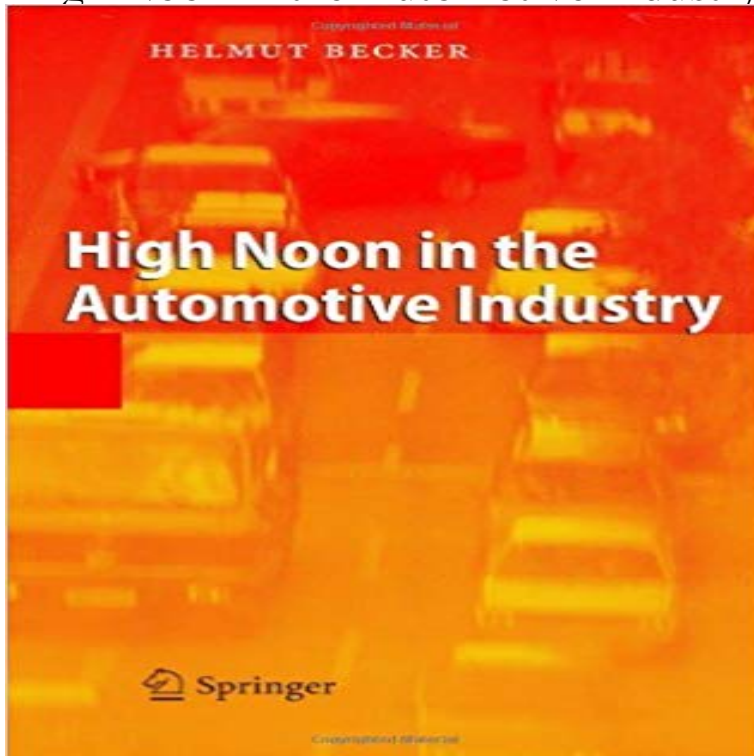


High Noon in the Automotive Industry



The automotive markets of the industrialized world are saturated. There is no longer any growth for the growth-minded automotive industry. This situation is not fundamentally changed by countries like China, India, and Eastern Europe, their markets are too small and develop their own automotive production. As a consequence, automotive industry sees a cutthroat competition, leading to an explosion of new models and rebates. This book offers an impressive analysis and gives a sound forecast for the global automotive industry in the next ten years. Especially, the book offers a thorough analysis of the 11 big automotive companies in the world and their outlook for the future. It answers important questions: Who will survive, who will drop out? What will be the consequences for suppliers? Which regions will loose, which will win? Dont miss this breath-taking insight into the struggle for survival of the automotive companies!

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