

**THE DAIMLERCHRYSLER MERGER: ONE COMPANY, TWO
CULTURES**

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Cross-cultural challenges at the DaimlerChrysler merge | Cross Culture

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How did the two market-leading companies resolve the problem of Cross- cultural issues relating to the DaimlerChrysler merge - Case Study was a key challenge to Daimler-Chrysler as well as the route to success.

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Our second merger brief asks whether cross-border deals are different from other mergers, or just harder to carry Two cultures, one company.

and last but not least, completely different corporate cultures decide to merge? . The merger of the two carmakers was considered a 'merger of equals'. None of.

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Americans are anxious to expound the grand strategy and mop up the details later. German and American mindsets and world views differ sharply.

The complementing product and geographical match seemed to prepare the merger. However a second important factor emerged from the troublesome acquisition of the American company. Request a new password via email. Americans are more thick-skinned.

This process has become quite common over the years. It is important to underline the fact that as soon as German dominance became clear, many designers, production people and executive left the company for competitors. However, The DaimlerChrysler merger: One company companies that take part in a merger fail to realise the synergies that were expected to be gained.