

Anheuser-Busch InBev Germany Holding GmbH in Alcoholic Drinks (Germany)

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Abstracts

Anheuser-Busch InBev Germany's strategic direction is mainly in line with the international parent company and the company does not have a lot of room for self-governance. Partial autonomy is granted, however, due to the fact that Germany is amongst the top 10 important beer markets for AB InBev, which is also why the company's structures and hierarchies in Germany are more adapted to the local market and demands which it wants to further address to secure its growth. Overall, Anheuser-Busch...

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