

Dongbu Daewoo Electronics Corp in Consumer Appliances (South Korea)

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Abstracts

After the acquisition of Dongbu Daewoo Electronics Corp to Dongbu Group, the Group is changing the company's managing officers, planning to boost brand power and to build a competitive business structure. The newly scouted officers were mostly former employees of Samsung Electronics Co Ltd. Since these officers have prestigious careers in consumer appliances and experienced leading and managing the top brand of Samsung, Dongbu Daewoo may expect growth through a more dynamic business strategy...

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