

2021 What's Driving the Automotive Industry?-Challenges and Opportunities for Suppliers

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Abstracts

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In the dynamic and fragmented Automotive industry, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

The report's objectives include:

- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

- To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

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