



economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

Hyundai S. Chand Publishing

Еженедельный журнал «Итоги» – авторитетное аналитическое издание, публикующее материалы на общественно-политические темы. Издается с мая 1996 года. Журнал предлагает своим читателям компетентный анализ актуальных событий в политической, экономической и общественной жизни, самые свежие эксклюзивные материалы и интервью, новости из мира культуры и искусства, уникальные фоторепортажи. В номере: В России.

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“There’s no business like the car business!?” Within months of its launch in late 1998, with every well-known global automobile brand jockeying for a foothold in a small-car market almost monopolized by Maruti Udyog Limited, Hyundai Motor India’s debut production, the Santro, emerged as a force to reckon with. The first car to be conceptualized and designed for ? and then developed and manufactured in ? India, the “Sunshine Car” has, over a period of sixteen years, set the record for the quickest small car brand to go from zero to one million units sold. It achieved profitability for Hyundai at an unprecedented speed and made an impressive global impact as a made-in-India automobile in markets as diverse as Algeria and Zimbabwe, Western Europe and North America. In *Santro: The Car That Built a Company*, BVR Subbu, who spearheaded much of the Santro’s success, reveals the hitherto untold story of how this small car made such a big impact. Vivid anecdotes detail the challenges of introducing a new product in a new market, the canny business strategies that were employed to get the better of rival brands, the unforgettable marketing campaigns that made all the difference ? and the thrills of the high-stakes power battles and everyday drama that characterize corporate India. By turns revelatory, insightful and delightfully engaging, this is a business story with a difference about a car like no other.

Outlook Money Intellichoice Incorporated

November issue includes abridged index to yearly volume.

*A Comparative Analysis of Taxes and CO2 Emissions from Passenger Cars in the Nordic Countries* University-Press.org

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*Dictionary Catalog of the Research Libraries of the New York Public Library, 1911-1971* Pearson Education India

This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful perspectives on key issues including market segmentation, brand strategy, product planning, advertising, pricing and distribution strategies as well as challenges of rural marketing are given. This Fourth Edition boasts of incisive coverage of all contemporary concepts and formats of marketing, including retailing, Internet marketing and telemarketing. It is further enriched by varied case studies that are drawn from the Indian experience and will go a long way to inculcate skills of analysis, logical thinking and decision making in students. Valuable not only to students and teachers of marketing management, the book is a must-have for practising managers who want to stay abreast with the latest developments in their field.

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**En komparativ analyse af afgifter og CO2-udslip fra personbiler i de nordiske lande**

Dieser Inhalt ist eine Zusammensetzung von Artikeln aus der frei verfügbaren Wikipedia-Enzyklopädie. Seiten: 56. Kapitel: Hyundai Sonata, Hyundai Motor Company, Hyundai i30, Hyundai Accent, Hyundai Genesis, Hyundai Lantra, Kia Motors, Hyundai Elantra, Hyundai Santa Fe, Hyundai Grandeur, Hyundai Trajet, Hyundai Rotem, Hyundai Pony, Hyundai i20, Hyundai Getz, Hyundai Coupe, Hyundai Automotive South Africa, Hyundai Matrix, Hyundai Equus, Hyundai Atos, Hyundai i10, Arab American Vehicles, The Motor Company of Botswana, Ghabbour Group, Hyundai Veloster, Hyundai Galloper, Marathon Motors Engineering, Hyundai Terracan, Hyundai i40, Taganrogski Awtomobilny Sawod, Hyundai Stellar, Hyundai H-1, Hyundai ix35, Hyundai ix55, Hyundai Heavy Industries, Hyundai S-Coupe,

Hyundai ix20, Hyundai Tucson, Hyundai Kia Automotive Group, Hyundai Entourage, Asia Motors, Hyundai Group, Hyundai Merchant Marine, Hyundai Dynasty, Global Engine Manufacturing Alliance. Auszug: Der Hyundai Sonata ist eine viertürige Stufenheck-Limousine der koreanischen Automobilmarke Hyundai, die im Bereich der Mittelklasse angesiedelt ist. Der Modellname ist an das Wort Sonate angelehnt. In Deutschland wird der Sonata seit 1991 angeboten und war seit Beginn des Markeneintritts von Hyundai in Deutschland verfügbar. Vom Frühjahr 2010 an war der Verkauf in Deutschland nachfragebedingt pausiert. Mitte 2011 wurde er mit dem Sonata-basierten Hyundai i40 fortgesetzt. Innerhalb der Modellpalette von Hyundai markierte der Sonata bis zum Erscheinen des gehobenen Mittelklassefahrzeugs Hyundai XG im Jahr 1998 das Spitzenmodell. HeckansichtDer Hyundai Sonata der ersten Generation war eine separat benannte Luxusversion des Hyundai

Stellar mit dort nicht erhältlichen Ausstattungsmerkmalen. So war als einzige Motorisierung der im Stellar nicht vor 1987 erhältliche 2,0-l-Mitsubishi-Sirius (4G63) vorhanden. Das Design stammte von Giorgio Giugiaro. Ausstattungsseitig waren Servolenkung, Klimaanlage, Tempomat, ..

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