

Toyotas French Connection Trends in Japanese-European Automotive Relations



BOOK DETAILS

- Author : Stuart Kewley
- Pages : 60 Pages
- Publisher : Chatham House
- Language : English
- ISBN : 1862031215

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BOOK SYNOPSIS

Stuart Kewley uses the Renault-Nissan merger and the opening of a new Toyota plant in France to analyze liberalization trends in both the Japanese and the European automotive markets and the reaction of manufacturers to such trends.

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