

## Gratteots

	Preface by Bernd Gottschalk and Ralf Kalmbach	v
Pa	rt 1 Major challenges	1
1	The automotive industry sets the course for the global economy <i>Bernd Gottschalk</i>	3
2	The automotive power play moves into its next round <i>Ralf Kalmbach</i>	25
3	The globalization challenge - is the automotive industry raising the champions of tomorrow? <i>Dr Thomas Sedran</i>	46
4	The value chain challenge: networks, the strategy for success <i>Marcus Berret</i>	69
5	The technology challenge: progress or pitfall? <i>Silvio Schindler</i>	103
6	The market challenge: who will gain strategic control? <i>Jiirgen Reers</i>	146
7	The sales and after-sales challenge: capturing value along the car lifecycle Dr Max Blanchet and Jacques Rade	171
Pa	Part II Case studies	
8	Partnership as a model for success Franz Fehrenbach	219

9	Brand differentiation on the basis of platform and module strategies Dr Bernd Pischetsrieder	241
10	New impetus for General Motors in Europe Carl-Peter Forster	252
11	How electronics is changing the automotive industry: from component suppliers to system partners <i>Peter Bauer</i>	270
12	The next evolutionary step for the automotive industry is just around the corner: factors for sustainable success in the interplay of OEMs and suppliers <i>Siegfried Wolf</i>	290
13	BlueTec: the path to the world's cleanest diesel <i>Thomas Weber</i>	314
14	Bharat Forge: emerging players from emerging regions Babasaheb N Kalyani	334
	Conclusion Ralf Kalmbach	345
	Index	' 368