

# Europe's Suppliers Are in a Dead End

(Kurier, 11<sup>th</sup> January 2007)

## Content:

The author gives MAGNA as an example and explains the changed strategy of the automobile groups vis-à-vis their suppliers towards the in-house increase of the value creation account of the suppliers. The resulting serious changes for MAGNA in the area of generating follow-up orders, personnel adjustment and result are being described.

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