

Indians With an Unusual Strategy

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Content:

The article describes by means of selected Indian producers their approach at the purchase of German and English metal-processing and metal-manufacturing companies. Thus, the Indians buy systematically know-how and market and produce at the same time quantity in their plants. In contrast, the Chinese strategy is being presented, and its main strategic approach lies predominantly in the export.

These facts especially with the argumentation, that the production in China is considerably cheaper than in Europe. In the end, both strategies result in the fact that the cost pressure on the companies which manufacture exclusively in Western Europe will increase considerably.

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