



Hyundai Way: Hyundai Speed

Donald G. Southerton

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In the wake of the recent accomplishments of the Hyundai Motor Group and respectively the Hyundai Motor and Kia Motors brands a question is often raised, “What makes Hyundai so successful?” As author, i tackle this question from a cultural perspective, leaving aspects of such as sustainable production networks, ever changing consumer appeal and brand image staying power for my colleagues in the industry. My objective for Hyundai Way: Hyundai Speed is simply to share insights into the Hyundai Motor Group—a unique inside view of a unique corporate culture. In addition to the growing number of Hyundai and Kia Motors enthusiasts wishing to learn more about the carmaker, i see several target audiences for the book. First for the global teams working for the Hyundai Motor Group and its affiliates, Hyundai Way: Hyundai Speed will build upon their current experiences, while providing new understandings. A second audience is firms and vendors providing services or products to the Hyundai Motor Group. This book will be beneficial in strengthening and maintaining the relationship. A third readership is companies with significant Korea-based business. Although the book offers specific insights into Hyundai Motor, the broader content can apply to many Korean firms in sectors outside automotive.

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