



## The Global Automotive Industry (Automotive Series)

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The automotive industry is still one of the world's largest manufacturing sectors, but it suffers from being very technology-focused as well as being relatively short-term focused. There is little emphasis within the industry and its consultancy and analyst supply network on the broader social and economic impacts of automobility and of the sector that provides it.

*The Global Automotive Industry* addresses this need and is a first port of call for any academic, official or consultant wanting an overview of the state of the industry. An international team of specialist researchers, both from academia and business, review and analyse the key issues that make vehicle manufacturing still the world's premier manufacturing sector, closely tied in with the fortunes of both established and newly emerging economies. In doing so, it covers issues related to manufacturing, both established practices as well as new developments; issues relating to distribution, marketing and retail, vehicle technologies and regulatory trends; and, crucially, labour practices and the people who build cars. In all this it explains both how the current situation arose and also likely future trajectories both in terms of social and regulatory trends, as the technological, marketing and labour practice responses to those, leading in many cases to the development of new business models.

### Key features

- Provides a global overview of the automotive industry, covering its current state and considering future challenges
- Contains contributions from international specialists in the automotive sector
- Presents current research and sets this in an historical and broader industry context
- Covers threats to the industry, including globalization, economic and environmental sustainability

*The Global Automotive Industry* is a must-have reference for researchers and practitioners in the automotive industry and is an excellent source of information for business schools, governments, and graduate and undergraduate students in automotive engineering.

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