

Cambridge University Press

978-1-107-07601-3 - Crisis, Resilience and Survival: Lessons From the Global Auto Industry

Matthias Holweg and Nick Oliver

Copyright Information

[More information](#)

Crisis, Resilience and Survival

Lessons from the Global
Auto Industry

MATTHIAS HOLWEG

University of Oxford

NICK OLIVER

University of Edinburgh



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-1-107-07601-3 - Crisis, Resilience and Survival: Lessons From the Global Auto Industry

Matthias Holweg and Nick Oliver

Copyright Information

[More information](#)

CAMBRIDGE
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107076013

© Matthias Holweg and Nick Oliver 2016

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2016

Printed in the United Kingdom by Clays, St Ives plc

A catalogue record for this publication is available from the British Library

ISBN 978-1-107-07601-3 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.