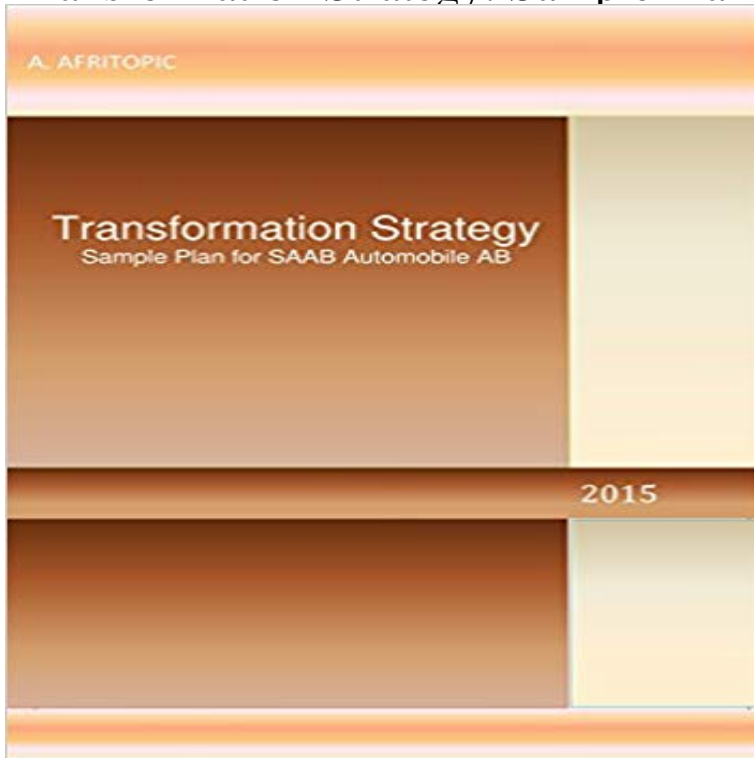


Transformation Strategy: Sample Plan for SAAB Automobile AB



The automobile industry is one of the top industries in the developed countries employing over a million people. The competition in the industry is fierce and the price war has brought at least two of the major global players to the brink of bankruptcy. A former subsidiary of General Motors, SAAB Automobile AB, was acquired by a Dutch firm in 2010. SAAB Automobile AB, simply called SAAB, has diverse problems and has not generated profit in the past years. This e-book presents a 10-year transformation plan focused on transforming SAAB into a profitable automobile manufacturer.

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