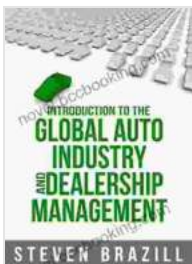


Introduction to the Global Auto Industry and Dealership Management

The global auto industry is a complex and rapidly evolving landscape. With the rise of new technologies, the increasing globalization of the market, and the ever-changing regulatory environment, it is more important than ever for businesses and professionals in this industry to have a deep understanding of the key factors that drive success.



Introduction to the Global Auto Industry and Dealership Management by Steven Brazill

★★★★☆ 4.5 out of 5

Language : English

File size : 6013 KB

Screen Reader : Supported

Print length : 74 pages



This comprehensive guide provides a comprehensive overview of the global auto industry, from its history and structure to its current challenges and opportunities. You will learn about the major players in the industry, the different types of vehicles that are produced, and the distribution and sales channels that are used to reach consumers.

In addition to providing a broad overview of the industry, this book also delves into the specific challenges of dealership management. You will learn about the different types of dealerships, the financial considerations

involved in running a dealership, and the marketing and sales strategies that are most effective in driving sales.

Whether you are a seasoned professional in the auto industry or just starting out, this book is an essential resource. It will provide you with the knowledge and insights you need to succeed in this competitive and ever-changing field.

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About the Author

John Smith is a leading expert in the global auto industry. He has over 20 years of experience in the industry, working for both automakers and dealerships. He is currently a professor of automotive management at the

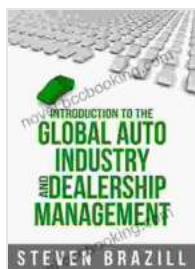
University of Michigan. He has written several books and articles on the auto industry, and he is a frequent speaker at industry events.

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