



## The Strategic Management (KAO Corporation)

By Lucas Umbreit

GRIN Verlag Jul 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 1,5, University of Sunderland, language: English, abstract: The report tells why Kao has become a pioneer in its industry and what makes Kao so special using different strategies. The first part of the report is going to identify the strategy formation process at Kao which is mostly affected by the principles of Dr. Yoshio Maruta. The reader will notice what the effects of Dr. Murato's leadership have been: Effects of incrementalism, flexible strategy and democratic structure at Kao and the using of information and knowledge. The current activities and chances compared to the case study The Kao way and the CSR PESTLE Analysis and Porters Five Forces are going to clarify the industry factors which affect Kao. The second part of the report tells the reader about the learning organisation at Kao and how it uses knowledge and information to be creative and innovative. The learning approach is most important at Kao and leads to a closer look to the...

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