

Renewing Unilever

Transformation and Tradition



Geoffrey Jones



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Peter Muchlinski



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Renewing Unilever Geoffrey Jones, 2005-08-25 Unilever is one of the world's largest suppliers of fast moving consumer goods in foods home and personal care. It operates in over 100 countries. Its scope and scale make it a unique global corporation. Yet the story of Unilever is not simply a tale of corporate evolution. Unilever is a corporation that has a big impact on the lives of people round the world. Indeed a Unilever brand can be found in one in every two households worldwide. Geoffrey Jones, a leading business historian from the Harvard Business School, takes us inside this corporation which from its origins in Britain and the Netherlands has become a worldwide manufacturer of fast moving consumer products. Unilever's operations cover food and home and personal care and its brands include Lipton, Hellmann's, Birds Eye, Wall's, Surf, Domestos, Comfort, Dove, Sunsilk, Pond's, Signal, Axe and Ben & Jerry's. In particular the book focuses on the evolution of the company over the last half century. Managing such a firm in the era of globalization posed enormous challenges. The book covers the company's strategies and provides compelling evidence of its decision making, marketing, brand management, innovation, acquisition strategies, corporate culture and human resource management. The author has had full access to corporate archives and executives and provides us with a unique insight into the workings and strategies of one of the world's oldest and largest multinationals. Renewing Unilever Peter Wardley, 2006 **Wegbereiter der Globalisierung**

Christian Marx, 2023-05-15 Die Studie handelt von der Multinationalisierung europäischer Unternehmen im letzten Drittel des 20. Jahrhunderts. Am Beispiel von vier großen Chemiekonzernen Bayer, Hoechst, Rhône-Poulenc, Akzo fragt sie in europäischer vergleichender Perspektive nach der Bedeutung von multinationalen Unternehmen für die jüngsten Globalisierungsprozesse und die zunehmende Interdependenz in der Weltwirtschaft. Sie zeigt auf, dass sich die unternehmensstrategischen Leitlinien wie auch die politischen und ökonomischen Ordnungsstrukturen ab den 1970er Jahren grundlegend veränderten und reflektiert die Herausforderungen dieses Strukturwandels. **Strategic Transformation** M. Hensmans, G. Johnson, G. Yip, 2012-12-11 Very few companies are successful in undertaking strategic transformation while maintaining long term superior financial performance. This book by leading strategy experts draws upon extensive interviews with business leaders and insights from companies faced with this challenge. **Kommerzielle Werbung im kolonialen Afrika** Regina Finsterhölzl, 2015-03-11 Dieses Buch zeichnet am Beispiel Ghanas erstmals eine Geschichte der Anfänge kommerzieller Werbung in den afrikanischen Kolonien und nimmt dabei eine Zeit rapider politischer und gesellschaftlicher Umbrüche in den Blick. Europäische Werbestrategen etablierten sich im kolonialen Machtgefüge und waren wenig später mit dem zunehmenden Zerfall desselben konfrontiert. Doch die Branche etablierte sich weiter erfolgreich und konnte auch nach dem Rückzug Großbritanniens ihren Einfluss ausbauen. Im Kampf um die Herzen und Geldbeutel der afrikanischen Konsumenten war Reklame dabei nicht nur Spiegel sondern auch Gestalter der Prozesse des rapiden postkolonialen Wandels dieser Zeit. Künstliche Kost Uwe Spiekermann, 2018-05-14 Mitte des 19. Jahrhunderts veränderte sich das Wissen über Ernährung grundlegend. Aus

einer Ganzheit von Lebensmittel und Speise wurde eine Mixtur von Stoffen Wer von Eiwei Fett und Kohlehydraten sp ter von Mineralstoffen und Vitaminen sprach distanzierte sich vom t glichen Essen Gleichzeitig konnte er jedoch messen und w gen die Stoffe analysieren Ern hrung planen und verbessern Neue Produkte wurden so m glich Die neue K nstliche Kost war nahrhaft und schmackhaft doch nicht l nger von Herkunft gepr gt Sie verbreiterte die Lebensmittelpalette erlaubte Versorgungssicherheit schuf neue Risiken und entwertete die praktische Kochkunst Der lange Schatten dieses neuen Wissens bestimmt bis heute unsere Lebensmittel unser Essen Dieses Buch bietet in fast hundert Unterkapiteln ein faszinierendes Panorama der Ver nderungen der Ern hrung seit Mitte des 19. Jahrhundert Akteure in Wissenschaft Wirtschaft und Staat rangen um die Konturen des Neuen umgarnten f rsorglich die Konsumenten Kriege und Krisen beschleunigten den Wandel in Friedenszeiten verbreitete sich k nstliche Kost in den Massenm rkten Der Autor untersucht wie sich das Reden ber Ern hrung ver ndert hat wie Werbung n tig wurde wie Zusatzstoffe Bedeutung gewannen und Gebote und Verbote den Essalltag bis heute pr gen Wer um all dies wei wird reflektierter essen wird einfachen Botschaften und Parolen nicht mehr folgen und anders mit dem umgehen was er sich einverleibt

Konsum und Nation Oliver K ühschelm, Franz X. Eder, Hannes Siegrist, 2014-03-15 Ob durch Reisef hrer Whisky Inserate oder Buy National Kampagnen ber eine Vielzahl an Medien transportierte die Produktkommunikation im 19. und 20. Jahrhundert nationale Identifikationsangebote Die von Unternehmen Interessensverb nden oder staatlichen Organisationen initiierten nationalisierenden Konkurrenz und Distinktionsstrategien wurden von Journalisten bzw Massenmedien aufgegriffen und an die Konsumenten herangetragen in Deutschland ebenso wie in Kanada oder China Dieser Band erweitert den bislang auf die Konsumgeschichte einzelner L nder und Regionen konzentrierten Fokus zugunsten europ ischer sowie globaler Muster und Vergleiche

Entrepreneurship and Multinationals Geoffrey Jones, 2013 Harvard Business School Professor Geoffrey Jones has long been a student of the history of multinational enterprise He has taken a leadership role in the field This volume reflects the extraordinary breadth of his historical research spanning continents and industries His focus is on the firm as an actor on the stage of the history of globalization This book contains a selection of his unpublished and published articles Of special interest is his updated previously unpublished 2006 talk that explores how firms and entrepreneurs fit into the scholarly debates on the Great Divergence between the West and the Rest This is a splendid collection Mira Wilkins Florida International University US This fascinating volume explores the roles played by entrepreneurship and multinational enterprises in the development of the modern global world Through a combination of new and previously published essays charting business developments from the nineteenth century onward the author demonstrates how multinational corporations have driven globalization through the transfer of innovation and cultural values The selected essays cover a range of topics including studies of global industries and major corporations including Beiersdorf and Unilever Additional chapters explore economic and corporate development in specific countries such as India Iran and Turkey Merging rich historical evidence with discussion of the

current state of global business this book reveals how examining entrepreneurial activity and multinational strategies deepen explanations of global patterns of wealth and poverty It offers compelling new perspectives on current debates about globalization from one of the most prominent scholars in the field of business history This volume will appeal to students and professors of economics entrepreneurship international business and history as well as anyone with an interest in understanding the past present and future of globalization *Doing Business in Asia* Gabriele Suder, Terence Tsai, Sumati Varma, 2020-10-12 A focused look into the business and management practices across Asia from an author team located across three Asian Pacific countries and experience of leading organisations spanning over more than two decades

Multinational Enterprises and the Law Peter Muchlinski, 2021-02-18 Multinational Enterprises and the Law is the only comprehensive contemporary and interdisciplinary account of the techniques used to regulate multinational enterprises MNEs at the national regional and multilateral levels In addition it considers the effects of corporate self regulation and the impact of civil society and community groups upon the development of the legal order in this area The book has been thoroughly revised and updated for this third edition making it a definitive reference work for students researchers and practitioners of international economic law business corporate and commercial law development studies and international politics Split into four parts the book first deals with the conceptual basis for MNE regulation It explains the growth of MNEs their business and legal forms and the relationship between them and the effects of a globalized economy and society now increasingly challenged by recently revived nationalist economic policies upon the evolution of regulatory agendas in the field In addition the limits of national and regional jurisdiction over MNE activities are considered a question that arises throughout the specialized areas of regulation covered in the remainder of the book Part II covers the main areas of economic regulation including controls over and the liberalization of entry and establishment tax company and competition law and the impact of intellectual property rights on technology diffusion and transfer A specialized chapter on the regulation of multinational banks in the wake of the global financial crisis is new to this edition Part III introduces the social dimension of MNE regulation covering labour rights human rights and environmental issues Finally Part IV deals with the contribution of international investment law to MNE regulation and to the control of investment risks covering the main provisions found in international investment agreements their interpretation by international tribunals the process of investor state arbitration and how concerns over these developments are leading to reform proposals **Wandel als Herausforderung** Albert

Pfiffner, Hansjörg Renk, 2007 Nestl ist seit 140 Jahren ein internationales Unternehmen In der Phase beschleunigter Globalisierung seit den 1990er Jahren war es jedoch in verstärktem Masse herausgefordert sich sowohl strategisch als auch organisatorisch dem raschen Wandel anzupassen Gleichzeitig hat es ihn mit seinen Entscheidungen auch mitgestaltet

Business Archives ,2006 **HBS Alumni Bulletin** ,2010 **Business World** ,2006-05 *California Management Review* ,2008 Zeitschrift für Unternehmensgeschichte ,2006 *Archiv für Sozialgeschichte* ,2008 **The Journal of**

European Economic History, 2005 **Land Grabbing and Home Country Development** Ariane Goetz, 2019 Since 2008 foreign land acquisitions have attracted international attention under the term land grabbing Illustrated by rich and nuanced empirical accounts of forty Chinese and British investment projects in Sub Saharan Africa Ariane Goetz explains the phenomenon of land grabbing from the perspective of two investor countries She reflects on Chinese and British public policy state society relations national developmental contexts ideologies and international relations and thereby gives insights into the political economies that enable these investments as well as the development ambitions and institutionalized paradigms of which they form a part **The Internationalisation Strategies of Small-country Firms** Howard Dick, Howard W. Dick, David Merrett, 2007 The international business literature often struggles to depict a universal experience of internationalisation from the perspective of large countries This book seeks to enrich the literature by providing a nuanced overview of the little known Australian experience being an atypical case of a small to medium sized economy which liberalised rapidly from the 1980s outside any trading bloc Six data rich survey chapters explore Australia's mixed success in founding its own multinationals The experience of Australian firms is set in historical and comparative perspective including interactions with inward and specifically American FDI Five industry studies next consider why firms in retail wine and professional services were more successful than in financial services and shipping Nine detailed case studies of firms then identify the elements of administrative heritage strategy and learning that have been the key to success or failure The book concludes by outlining what can be learned from Australia's example and presenting implications for future research The Internationalisation Strategies of Small Country Firms will appeal to scholars researchers and postgraduate students in international business and international economics

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