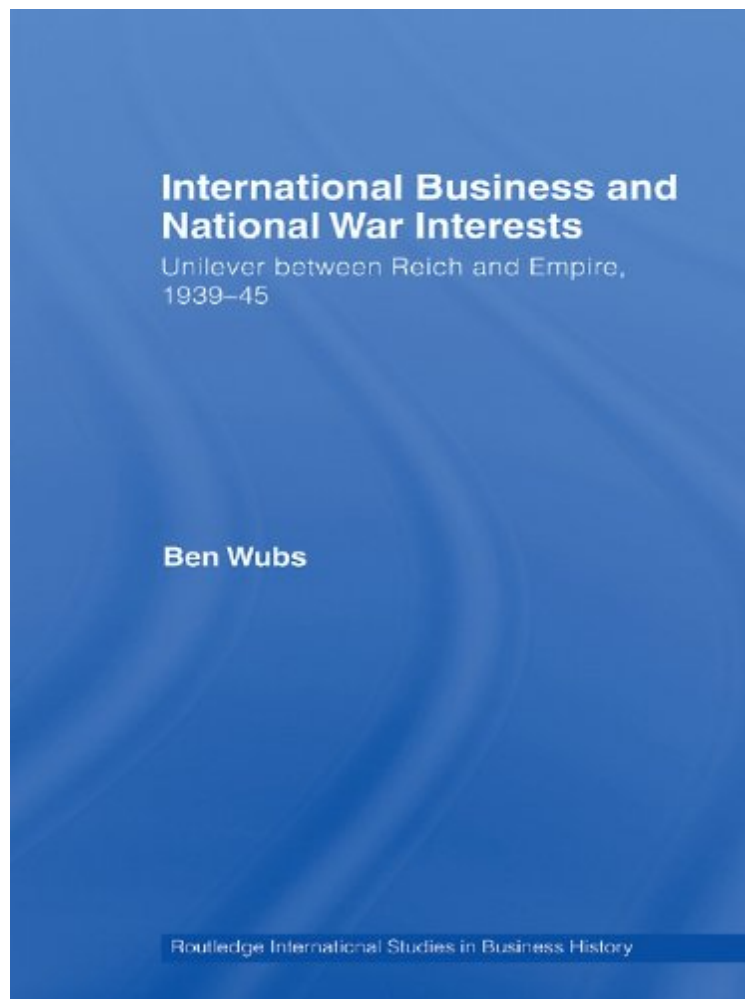


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International Business and National War Interests: Unilever between Reich and empire, 1939-45 (Routledge International Studies in Business History)

Ben Wubs

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Ben Wubs : International Business and National War Interests: Unilever between Reich and empire, 1939-45 (Routledge International Studies in Business History) before purchasing it in order to gage whether or not it would be worth my time, and all praised International Business and National War Interests: Unilever between Reich and empire, 1939-45 (Routledge International Studies in Business History):

This book deals with the activities of the Anglo-Dutch multinational during the war. Given the various threats faced by

Unilever during the Nazi period, Ben Wubs argues that it was not self evident that the company would survive the war. Based on research into company sources which were hitherto unavailable, he shows the effect of the war on Unilever as well as the changing conditions in the European food, oil and fats and soap industries. Wubs makes an analysis of the company's strategy, structure and performance in this period. Simultaneously, it explores the external conditions, which helped the company to survive the war. The author argues that Unilever survived World War II because the group had prepared itself legally well in advance. As a consequence, the company could easily be split in two autonomous parts. Unilever's highly decentralized operating structure helped the company to survive the ambitions of the Nazi State. The deteriorating war conditions for Nazi Germany eventually worked to the advantage of the company. Besides, Unilever's innovative attitude helped the company to adapt to completely new conditions of resource allocation.

About the Author Ben Wubs is a Researcher at the Erasmus University and Utrecht University engaged in various projects related to Dutch multinationals, the Dutch business system, and the German hinterland.