

Globalization of the Auto Industry: Competition and Cooperation Essay

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The invention of automobiles has been success in world history. It's even been said that the invention of the automobile took place in United States. American Auto industries such as The Model T Ford and General Motors launched great success in the beginning of the manufacturing of cars. The gasoline automobiles have dominated over the lands and have made the world smaller. Cars became mass-produced into the auto industries across countries. Essentially, cars became a part of our cultures because cars are necessary for movement and mobility from one location to another. According to Peter Wells, a Professor of Business and Sustainability at Cardiff University, asserts that "cars are cultural objects, imbued or attributed with values and meanings by those that own them and those that look upon them" (64-65). Cars are symbols of the consumer society. Fundamentally, these cultural objects embody and represent a sense of safety, mobility, and freedom. Many people all over the world are buying and using cars because they are products of globalization. The process of globalization has effects "on the environment, on culture, on political systems, on economic development, and on humans' physical well-being in societies around the world" according to Lianna Amirkhanyan, a translator and specialist of cross-Cultural communication (2). In pursuing the field of Global Cultures, the

main goal as taught in courses at UCI is to explore the problems and processes of globalization from a humanistic perspective. Cars are global products and should be dealt with in a global perspective. Global products and environmental issues impact us directly and indirectly because we are part of the world. It is the responsibility of the governments and automot... middle of paperontemporary Issues: Readings Across the Disciplines. 5th ed. Ed. Katherine Anne Ackley, Boston: Wadsworth Cengage. 2009. 472-476. Print. Porter, Michael E., ed. Competitions in Global Industries. Boston: Harvard Business School Press, 1986. Print. Stephen, Roland. Vehicle of Influence: Building a European Car Market. Michigan: University of Michigan Press, 2000. Print. Wells, Peter E. The Automotive Industry in an Era of Eco-Austerity: Creating an Industry as if the Planet Mattered. Cheltenham: Edward Elgar Publishing Limited, 2010. Print. Wei Rauch, Wendy. "Framework examines sustainability for global road transport. " Hydrocarbon Processing. 1 Oct. 2004: 23-25. Web. 8 March 2014. Yang, Xiaohua. Globalization of the Automobile Industry: The United States, Japan, and the People's Republic of China. Connecticut: Greenwood Publishing Group, 1995. Print.

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