

Harvard Business Review Case Study: General Electric Medical Systems (2002)

Marcel Heide



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Harvard Business Review Case Study: General Electric Medical Systems (2002) Marcel Heide Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1.9, Edinburgh Napier University (Napier University Business School), course: International Business Strategy, 4 entries in the bibliography, language: English, abstract: General Electric Medical Systems (GEMS) is the world's leading manufacturer of diagnostic imaging equipment and part of the Milwaukee, US-based General Electric. The following evaluation conducts a strategic analysis of its internal resource capability, how it shaped its competitive strategy and a profound evaluation of its international strategy.

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