



Cultural Clash and Cultural Due Diligence at Daimlerchrysler

Dirk Hollank, Sarah Walter

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Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Hamburg University of Applied Sciences (Wirtschaft / AIM), course: AIM Aussenwirtschaft und Internationales Management Seminar 7. Semester HAW Hamburg, 49 entries in the bibliography, language: English, abstract: The following paper deals with the topic "Cultural Due Diligence and Cultural Clash" using the example of Daimler and Chrysler's merger in 1998. The paper is therefore dealing with the corporate culture in a company and the importance of its consideration. It will define corporate culture and illustrate different views of measuring it and looking at it. Further a closer look on Daimler's and Chrysler's corporate culture will be given and the challenge of merging these two cultures will be clarified. This paper is going to accentuate the need for a Cultural Due Diligence and familiarize the whole process of it. It will therefore prove that the analyses of a company's cooperate culture with the Cultural Due Diligence is majorly important in order to successfully merge two companies. In detail the term paper therefore indicate tools that are being used to get to know the culture of a company and introduce theoretical as well as practical approaches. Whenever it is possible a connection to DaimlerChrysler and their Cultural Due Diligence is given. An analyze why DaimlerChrysler's merger failed to realize the synergies will be given in the last chapter and are being underlined with statements of personalities that have been involved in the merger process or that were engaged in the fusion.

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