



# Managing Organizations and Supply Chains by Philips

By Hans-Dieter Steguweit

GRIN Verlag Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, University of Cologne (Unternehmensführung, Organisation und Personal), course: Managing Organizations and Supply Chains, language: English, abstract: Royal Philips Electronics N.V. is a Dutch company that was founded in 1891 and has since then become a major player in the electronic equipment industry. The company is headquartered in Amsterdam and employs 119.001 people worldwide, of which 78% are employed outside the Netherlands. Philips has operations in over 100 countries and identifies the Netherlands, the US, Germany, France, Brazil, Japan and China as their main markets. These countries make up 57.8% of total sales and 82.9% of total assets and are standing mainly in competition with Siemens and General Electronics. From 1990 till last year Philips was in a phase of organizational transformation. Without restructuring the company's portfolio in a simpler way Philips would have had extremely difficulties during the finance crises in 2008. Today the organization represents predominantly a classical Managing Diversity of Mintzberg's five configurations which divides the...



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