



In Depth Analysis of Corus Group PLC

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GRIN Verlag Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of Phoenix, 6 entries in the bibliography, language: English, abstract: Corus Group, formerly known as British Steel, is one of the world's largest steel companies, formed in 1988 with the United Kingdom's privatization of their major steelworks. Corus primarily manufactures coated and uncoated strip products. In addition, they manufacture sections and plates, as well as wire rod, engineering steels, and semi-finished carbon steel product. Corus also produces both rolled and extruded aluminum products, in addition to their steel products. This paper will discuss in depth analysis of Corus' current positioning in the marketplace, their current strategies, and what future strategies they may wish to employ. ('Corus Group PLC Overview') 16 pp. Englisch.



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