## ANALIZA STRATEGICA A INDUSTRIEI

**MONDIALE DE AUTOVEHICULE** 

Prof. dr. ec. ing. Tiberiu FORIS Prof. dr. ec. Gabriel BRATUCU Universitatea "Transilvania" din Braşov

## Abstract:

This paper shows global automotive industry present characteristics and presents one model to analyse this matter. Based on the context influences and on the ideea that this industry action as a network system, the main point is that the individual producer possibilities to react are very few.