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## ECONOMIC THEORY IN THE PERSPECTIVE OF DURING RECESSION FOR FORD COMPANY

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GRIN Publishing Sep 2014, 2014. sonst. Bücher. Condition: Neu. Neuware - Seminar paper from the year 2012 in the subject Economics - Economic Cycle and Growth, grade: A, Stanford University, language: English, abstract: This paper presents and discusses the Ford scenario in recession in the perspective of business economic theory. Economic theory is a broad concept for the explanation of the movement of goods in a market. Theoretical economic concepts have scientific backing or studies to prove or disprove a stated speculation. National governments also have an interest in theories of economics. Politicians swear on studies of government spending, money supply, tax collections, and consumer spending data to make laws or set policy. Dissimilar economic theories exist that focus on different aspects of government policy perspective economics. (Salvadori 2003) Ford Motor Company was shaped on superior products and that exists today. They have an exceptional line of trucks and cars which ranges from the Model-T to today's Ford Focus and F-Series, the excellent selling car and truck in the world. Their current product line is the strongest in their history and is getting stronger yet. (Collins 2007) This year they added the new Ford Explorer, Expedition and Thunderbird in North America, the new Lincoln Blackwood, Ford Fiesta in Europe and Navigator, Land Rover Freelander and Range Rover, Aston Martin Vanquish, Jaguar X-Type, Mercury Mountaineer, and the Mazda Sport Wagon. These vehicles will help to separate them from their competition. (Rosenberg 2012) 16 pp. Englisch.



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