



General Electric. Corporate Strategy Analysis

Kathrin Metzger

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Seminar paper from the year 2014 in the subject Business economics - Company formation, Business Plans, grade: 58, Loughborough University, language: English, abstract: The following report will focus on analyzing the corporate strategy of General Electric (from this point on referred to as GE) during the period of Jeffrey Immelt as CEO of GE more specifically from 2005 until present. It will look into what GE's corporate strategy is and its suitability in terms of environment, capabilities and stakeholder expectations. The time period was chosen to show how the six-part growth process was introduced and implemented through different strategies.

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