



Auto Wars: Enterprise Risk Management Model for Corporate Sustainability in the Automotive Business

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Automotive companies face unexpected threats and opportunities depending on the degree of uncertainty and rapid changes in the automotive industry. AUTO WARS is offered new model and fresh approach to Enterprise Risk Management for Corporate Sustainability in the Automotive Business. Chapter I is explained to current situation of AutoWars and importance of the risk management in the automotive sector. Chapter II Impacts of Automotive Sector over society and economy is explained. Chapter III, Automotive Sector Analysis in the Europe and Turkey is presented. Chapter IV is offered to Best Samples of the Risk Management Practice in the Automotive Sector: VW, Audi, Porsche, BMW and Daimler AG. Chapter V is offered to New Enterprise Risk Management model for Corporate Sustainability and Selection of the Best ERM Operator in the Turkish Automotive Distributor Company: ANP based approach. Chapter VI is presented to detailed review of Corporate Social Responsibility Practice in Turkish Automotive Dealer Companies. The New Enterprise Risk Optimization Model for Corporate Sustainability implemented for the VW GUCLU AUTOMOTIVE Co., Turkey. The book is addressed to professionals and managers.

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