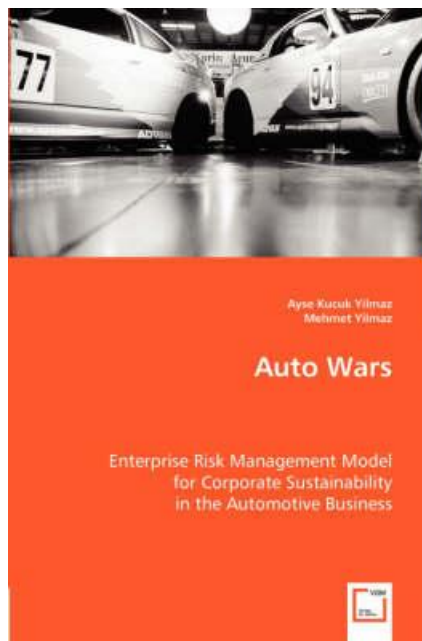


## **BOOK REVIEW:**

### **AUTO WARS**

**by Ayse KUCUK YILMAZ (Author) & by Mehmet YILMAZ (Author)**



- **Paperback:** 168 pages
- **Publisher:** VDM Verlag Dr. Mueller e.K. , Germany (2008)
- **Language:** English
- **ISBN-13:** 9783836492614

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. (*Book back cover*)

***About the authors:***

*Dr. Ayse KUCUK YILMAZ, Assistant professor and licensed aircraft maintenance technician in Anadolu University, Turkey: studies about airline and airport enterprise risk management for six years. She has master degree (2003) and doctorate degree (2007) of Civil Aviation Management, Social Science Institute, Anadolu University, Turkey. She has published papers in many international conferences: ATRS (2006 and 2007)), ICRAAT (2006) and WCRT (2007) and articles international peer reviewed journals. Her three books published by VDM Verlag Dr. Müller.*

*She is executive editor at International Journal of Civil Aviation (IJCA) and Enterprise Risk Management (ERM) which are published by Macrothink Institute, USA.*

*Mehmet YILMAZ has Master degree (2006) of Business Administration (MBA) Degree in Graduate School of Social Sciences, Department of Business Administration, Anadolu University, Turkey. He is sales manager at VW GUCLU AUTOMOTIVE Co., Eskisehir, Turkey.*