

# **WHAT DOES IT TAKE FOR THE AMERICAN AUTO INDUSTRY TO REGAIN ITS COMPETITIVE EDGE: SOME PERSPECTIVES ON A TURNAROUND STRATEGY?**

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## **ABSTRACT**

U.S. and Japanese firms in the car industry pursue different strategies to gain access to new markets. The Japanese have largely been the leader in markets that was once dominated by the U.S. This paper will make an attempt to explore ways by which U.S. carmakers may regain their dominance.