



DNDS

Developing New Distribution Skills



Deliverable 5.2 Training & Teaching Modules for Areas of Training

Product, public, EN



Concept: Training & Teaching modules for each area of training

Training/ teaching Area	1	2	3	4	5	6
Content	Macroeconomics/ strategic analysis of environment	Mobility as a commodity/ service	Marketing communications and social media	Supply chain and channel management	Sales and sales communication	Finance management
Case Study	Customer Profiling in the Motorsports Business	Elevating Quality and Results of Used Car Business	Sales Crisis: How to Connect With Existing and Prospect Customers	SCM of KTM Sportmotorcycle: Value Chain Communication and Transparency Issues in the Dealer Management	How Different Technology Can Improve the Sales Behaviour and Conversion rate	Auto Mart Ltd: How to measure business performance and set benchmarks in dealership business
Teaching Note	Teaching Note for Case Study 1	Teaching Note for Case Study 2	Teaching Note for Case Study 3	Teaching Note for Case Study 4	Teaching Note for Case Study 5	Teaching Note for Case Study 6
Video Clip	KTM Product Segments	Can the Customer Reveal Deception when Buying Used Car	How to communicate?	Benefits of Single Brand Dealership	Interview with Mr. Valerio T., management consultant and Velentino R., owner of Autoplanet Srl.	Measuring and improving financial results in the Auto Industry – Interview with Mr. A. Daley, MD of Automart Ltd.
Further literature	See literature list					

All materials are available on the webplat-form: <http://www.new-distribution-skills.eu/>

Literature list

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Year of Publication	Title	Macroeconomics / strategic analysis of environment	Mobility as a commodity/ service	Marketing communications and social media	Supply chain and channel management	Sales and sales communication	Finance management
1996	Understanding supply chain improvement						
1997	Building a Supplier-Customer Relationship Using Joint New Product Development						
1997	Developing buyer-supplier relationships in the automobile industry. A study of Jaguar and Nippondenso						
1997	The effect of EDI on market channel relationships in retailing						
1998	The Changing Landscape of Auto Distribution						
1998	Dealer satisfaction and its significance with regard to the relationship between authorized car dealers and manufacturers/importers						
1998	The Conceptualization and Measurement of Suppliers' Reputation Display in Asymmetric Marketing Relationships						
2000	Customer Satisfaction e Brand Loyalty nell'industria automobilistica: due concetti poco sfruttati						
2000	INFORMATION TECHNOLOGY AND AUTOMOBILE DISTRIBUTION: A COMPARATIVE STUDY OF JAPAN AND THE UNITED STATES						
2000	INTERNET CAR RETAILING						
2000	The Natural Link between Sales and Service. An investigation for the Competition Directorate-General of the European Commission						
2001	Consumer preferences for existing and potential sales and servicing alternatives in automotive distribution of new cars						
2001	Risk sharing in the supplier relationship: new evidence from the Japanese automotive industry						
2001	Isolating Mechanisms: Can Managers Protect Rent Generating, Knowledge Based Assets?						
2001	Quality management practices and their relationship to buyer's supplier ratings: a study in the Korean automotive industry						
2001	Car Distribution in Europe Between Vertical Agreements and Customer Satisfaction						
2002	Demand chain management: an integrative approach in automotive retailing						
2002	Can Distribution Channels Explain Differences in Marketing and Sales Performance Measurement Systems?						
2002	Demand chain management: an integrative approach in automotive retailing						
2003	Testing the conflict-performance assumption in business-to-business relationships						
2003	Antecedents and consequences of relationship intention: Implications for transaction and relationship marketing						
2003	AUTOMOTIVE DISTRIBUTION BETWEEN GLOBALISATION AND LOCAL CONTEXTS: THE ROLE OF DEALER GROUPS IN EUROPE						
2003	A new way to sell cars						
2004	The Regional Nature of the World's Automotive Sector						
2004	Supplier logistics performance measurement: Indications from a study in the automotive industry						
2004	Dealer Collaboration: Transforming the Value Chain through integration and relationships						
2004	AN ANALYSIS OF POST-BLOCK EXEMPTION COMPETITIVE AND STRATEGIC OPTIONS IN THE UK AUTO INDUSTRY						
2004	Controlling sales force turnover costs through optimal recruiting and training policies						
2005	Monti and Market Dynamics: The Strategy of a National Car Importer						
2005	At the receiving end of supply network intervention: The view from an automotive first tier supplier						
2005	L'investimento pubblicitario in Italia nel settore automotive: nuove tendenze, implicazioni teoriche e manageriali						
2005	RAPPORTI TRA CASE AUTOMOBILISTICHE E RETI DI DEALER: UNA INDAGINE EMPIRICA						
2005	Trade Marketing and Vertical Restraints: The Case of Automotive Distribution in Italy						
2006	A relationship-management assessment tool: Questioning, identifying, and prioritizing critical aspects of customer relationships						
2006	Multi-brand distribution and access to repairer networks under Motor Vehicle Block Exemption Regulation 1400/2002: the experience of the BMW and General Motors cases						
2006	Training retail sales personnel in transition economies: Applying a model of customer-oriented communication						
2007	The effects of influence strategies on dealer satisfaction and performance in Taiwan's motor industry						
2007	Configuring the after-sales service supply chain: A multiple case study						
2007	La rete commerciale come leva strategica nel rilancio sul mercato: Fiat Automobiles Network Development						
2007	How to built top-performing auto dealerships						
2007	Understanding brand and dealer retention in the new car market: The moderating role of brand tier						
2007	Manufacturer perceptions of the consequences of task and emotional conflict within domestic channels of distribution						
2007	Performance measurement of the after-sales service network—Evidence from the automotive industry						
2008	Relationship stability, trust and relational risk in marketing channels: Evidence from China						
2008	Distribution strategies for volume and premium brands in highly competitive consumer markets						

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2008	The Moderator Effect of Communication in Marketing Channels of Distribution; The Case of Car's Industry in Canada						
2008	Automotive Supply Chain and Logistics Management						
2008	Exploring the relationship of perceived automotive salesperson attributes, customer satisfaction and intentions to automotive service department patronage: The moderating role of customer gender						
2008	MANAGING RELATIONSHIP IN DISTRIBUTION NETWORKS: EVIDENCE FROM THE AUTOMOTIVE MARKET						
2008	Understanding the role of the dealers and the distribution channel for passenger cars in the automotive industry in Europe and India						
2008	Distribution strategies for volume and premium brands in highly competitive consumer markets						
2008	Global sales training: In search of antecedent, mediating, and consequence variables						
2008	Sales trainer roles, competencies, skills, and behaviors: A case study						
2009	Competing Retailers and Inventory: An Empirical Investigation of General Motors' Dealerships in Isolated U.S. Markets						
2009	Building trust in US–Japanese business relationships: Mediating role of cultural sensitivity						
2009	Choice of ownership mode in joint ventures: An event history analysis from the automotive industry						
2009	Do buyer cooperative actions matter under relational stress? Evidence from Japanese and U.S. assemblers in the U.S. automotive industry						
2010	Integration of automotive service and technology strategies						
2010	Closing the Deal: Gm's Marketing Dilemma and its Franchised Dealers, 1921-41						
2010	l'evoluzione e le strategie di marketing del dealer nel settore automotive: il caso dell'azienda Alfa						
2010	Managing supplier–retailer relationships: From institutional and task environment perspectives						
2010	QUALITY SERVICES IMPROVEMENT OF CAR MARKET DEALERS						
2010	Integration of automotive service and technology strategies						
2011	Roles, role performance, and radical innovation competences						
2011	A Comparative Study to Determine Customer's Satisfaction from after Sales Services in the Automotive Industries						
2011	Globalization in the automobile industry: how supplier-dealer relationship could be effectively managed?						
2011	The effects of supplier-to-buyer identification on operational performance—An empirical investigation of inter-organizational identification in automotive relationships						
2011	How channels evolve: A historical explanation						
2011	The origins of power in buyer–seller relationships						
2011	Retail Store Workforce Scheduling by Expected Operating Income Maximization						
2012	Investigating along tail in retail vehicle sales						
	Creazione e sviluppo della fiducia nelle relazioni fra fornitore e distributore in contesti di canale organizzato: esperienze nel settore automobilistico						
	Designing eLearning that Bridges the Digital Divide: A Case Study of Training Automotive Service Personnel Through eLearning						
	Il controllo di gestione in una concessionaria di automobili. Le aree di business, le criticità, gli strumenti di controllo per una azienda del settore						
	The Concurrent Role of Professional Training and Operations Management: Evidences from the After-Sales Services Information Systems Architecture in the Automotive Sector						
	The role of trust in building and developing Automotive Manufacturer-Dealer relationships						
	COMMUNICATIONS EFFECTS ON TRUST AND CONFLICT MANAGEMENT IN DISTRIBUTION NETWORKS: THE CASE OF AUTOMOTIVE INDUSTRY						
	The Evolution of Competition in the Automotive Industry						
2010	"The Best Price You'll Ever Get": The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry			X			
2011	A Comparative Study to Determine Customer's Satisfaction from after Sales Services in the Automotive Industries					X	
2003	A new way to sell cars					X	
2006	A relationship-management assessment tool: Questioning, identifying, and prioritizing critical aspects of customer relationships					X	
2010	Advertising Communication During Crisis			X			
2011	An empirical analysis of supply chain risk management in the German automotive industry		X				X
2012	An Empirical Research on Supplier Relationship Management in Automotive Industry				X		

Year of Publication	Title	Macroeconomics / strategic analysis of environment	Mobility as a commodity/ service	Marketing communications and social media	Supply chain and channel management	Sales and sales communication	Finance management
2013	Automotive Industry Analysis 2013 – Cost & Trends	X					
2012	Automotive Industry Dashboard - July 2012	X					
2011	Automotive Industry Solutions in Response to European Legislative Emission Regulation Challenge	X	X				
2012	Automotive industry: Europe slows down, the world drives on	X					
2012	Branża motoryzacyjna - Raport 2012	X					
	Build trust and maintain credibility through your advertising			x			
2010	Business sustainability in Brazil and Germany: case study of the automotive industry	X			X		
2010	Buyer–supplier partnerships during product design and development in the global automotive sector: Who invests, in what and when?	X	X		X		
2012	CARS 21 High Level Group on the Competitiveness and Sustainable Growth of the Automotive Industry in the European Union Final Report 2012	X					
2010	Challenging times for competition on the automotive market. The case of European Union and Romania	X					
	Communicating to today's busy consumer			x			
2011	Competition and dealership agglomeration in new car markets				X	X	
2011	Competition and Trust: Evidence from German Car Manufacturers		X		X		
2009	COMPETITIVENESS AND STRATEGY FOR AUTOMOBILE INDUSTRY IN EUROPE	X					X
2001	Cowboys or Cowards: Why are Internet Car Prices Lower?		X	X			X
2010	Development Mode of Automotive Logistics and Optimizing Countermeasure of China's Automotive Enterprises				X		
2012	Economic Performance of Indian Automobile Industry: An Econometric Appraisal	X					X
2012	Exclusive dealing as a barrier to entry? Evidence from automobiles		X		X	X	
2012	Forbes Insight Forecasts 'Rosy' Outlook for Luxury Car Market					x	
2000	From Market to Commitment: A New Inter-firm Relationship in the North American Automotive Supply Chain				X	X	
2012	Global Auto Report	X					
2010	Global perspectives in automotive industry	X				X	
2011	Global value chains in the automotive industry: an enhanced role for developing countries?	X			X		X
2009	Globalisation of the automotive industry: main features and trends	X			X		
2013	How to Create Automotive Advertising that Sells			x		x	
2010	In quest for a sustainable motorization: the CNG opportunity		X				
2012	In what sequence are information sources consulted by involved consumers? The case of automobile pre-purchase search		X				
2012	Is it better for salespeople to have the highest customer orientation or a strong fit with their group's customer orientation? Findings from automobile dealerships		X			X	
	It's all about the story			x			
2010	Jaka naprawdę jest branża motoryzacyjna w Polsce - know how, produkcja, dystrybucja, usługi - raport 2010	X					
2011	Kompleksowa ocena zagrożenia środowiska przez eksploatację pojazdów samochodowych (Comprehensive evaluation of environmental threats due to maintenance of motor vehicles)		X				
2006	Liberalizing A Distribution System: The European Car Market	X				X	
2010	Macroeconomics of the New and the Used Car Markets	X					
2006	Management of buyer–supplier conflict: The case of the Turkish automotive industry	X			X		X
2002	Managing information flows in supplier-customer relationships: issues, methods and emerging problems		X		X		
2008	Managing product life-cycle in the auto industry: evaluating carmakers effectiveness	X					X
2012	MARKETING STRATEGIES FOR SMALL CAR SEGMENT IN INDIA			X	X		
2010	Markets: State Franchise Laws, Dealer Terminations, and the Auto Crisis	X			X		X
2013	McGrath City Hyundai's Profitable Online Marketing Strategy			x			
2012	MUTATIONS OF AUTOMOBILE INDUSTRY IN THE EUROPEAN UNION IN THE WORLD CRISIS CONDITIONS	X					X
2012	Performance Measurements, Critical Facts to Business Growth – Exemplification on Automotive Industry						X
2012	Perspektywy przemysłu motoryzacyjnego w Europie	X					
2010	Principles Of Tqm In Automotive Industry	X					X
2006	Product-line variety and innovation along product life-cycle in car market: are carmakers' policies really effective?	X	X				

Year of Publication	Title	Macroeconomics / strategic analysis of environment	Mobility as a commodity/ service	Marketing communications and social media	Supply chain and channel management	Sales and sales communication	Finance management
2005	Quo Vadis, Automotive Industry? A Vision of Possible Industry Transformations	X	X		X		
2011	R&D Importance in Improving Automobile Trading Market	X	X				
2012	Raport: Czy nadszedł czas, by wrzucić wyższy bieg?	X					
2012	Raport: Polski rynek motoryzacyjny. Ocena otoczenia gospodarczego	X					
2009	Rational Exuberance and Revival of the US Automotive Sector	X					X
2000	Regional follows global: strategy mixes in the world automotive industry	X					
2007	Role of electronic commerce tools in European automobile trade		X	X			
2009	Rozmyte metody klasyfikacji w analizie segmentów rynkowych na przykładzie rynku motoryzacyjnego	X					
2012	Seller-Buyer Ethnic Matches: The Case Of Car Transactions At Two North American Auto Dealerships		X			X	
2008	Stock Control in Automotive Industry with Simulation Utilization				X		
2012	The Automobile Industry Pocket Guide 2012	X					
2000	The Competitive Effects of Advertising in the US Automobile Industry, 1970-94			X		X	
2009	The Corporate Social Responsibility Practice in the Turkish Automotive Distribution Companies		X		X		
2012	The Impact of Online and Offline Information Sources on Automobile Choice Behavior		X	X			
2003	The integration of the automobile supply chain: new competitive forms and ICT	X			X		
2013	The Relationship Building Technologies Your Dealership Needs Now			x			
2011	The start of a second automobile revolution: corporate strategies and public policies	X	X				X
2006	The supplier industry in transition - the new geography of auto production	X			X		
2013	Trendy w globalnej branży motoryzacyjnej i ich skutki dla Polski	X					
2012	What affects customer success when bargaining for a new car? Some empirical evidence		X			X	
2011	What matters in a price negotiation: Evidence from the U.S. auto retailing industry		X	X			
2012	Who's Killing The Electric Car? The Consumer, That's Who.			x			
2013	Why Haven't Chinese Cars Come to USA?					x	
2008	Why world automobile industry may move to Asia Pacific zone: the case of India's automobile industry	X					
2012	Working capital management in the automotive industry: Financial value chain analysis						X
2003	Metamorphosis in the auto industry						
2005	The social influence of brand community: Evidence from European Car Clubs						
1999	Consumer behaviour of luxury automobiles - A comparative study			x		x	
2002	Competitive groups in the automobile industry - A compared supply-demand approach	x					
2001	Impediments to consumer adoption of sustainable transportation - Alternative fuel vehicles		x			x	
2005	Can GM, Chrysler and VW fight back - Searching for the road marked recovery	x					
2001	The Relationship Between Initial Quality Perceptions and Maintenance Behavior: The Case of the Automotive Industry		x			x	
1992	The Effect of Product Recall Announcements on Shareholder Wealth		x			x	x
2004	Effect of product usage, satisfaction and involvement on brand switching behaviour					x	
1996	Best Practice in Car After-Sales Service Ford Toyota Nissan Fiat in Germany Part 1		x			x	
1996	Best Practice in Car After-Sales Service Ford Toyota Nissan Fiat in Germany Part 2		x			x	
2002	Assessing the economics of auto recycling activities in relation to European Union Directive on end of life vehicles	x	x				
2003	Foreign Technology in China's Automobile Industry - Implications for Energy, Economic Development and Environment - China Environment Series	x	x				
2006	Global integration (does not equal) global concentration	x					x
2001	Effects of Poor Transportation on Lean Production and Industrial Clustering - Evidence from the Indian Auto Industry	x					
1991	Rivalry as Synergy - The Japanese Automobile Companies Export Expansion	x					
2004	The Role of Volition in Organizational Learning - The Case of Automotive Product Recalls		x			x	
2007	Exploring the use of QPID - A collaborative study of B2B in the automotive industry				x		
2001	Achieving brand and dealer loyalty - The case of the automotive industry		x			x	
2007	Product development process with focus on value engineering and target-costing - A case study in an automotive company				x		
2007	Fast cars, fast food, and fast fixes - Industry responses to current ethical dilemmas for Australian advertisers	x		x			

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2007	System dynamics study of the Japanese automotive industry closed loop supply chain				x		
2005	Repeat purchasing of new automobiles by older consumers - Empirical evidence and interpretations					x	
2006	The Toyota Way in Services: The Case of Lean Product Development		x			x	
2007	Look at our car: Why Volvo mixed cars and girls	x					
1980	The Economics of Single- and Multi-Line Retail Automobile Dealerships		x				
1970	Adaptive Behavior in Automobile Brand Choices - Discussion		x			x	
1969	Adaptive Behavior in Automobile Brand Choices - Discussion		x			x	
2002	Alliances With Competitors - How to Combine and Protect Key Resources?	x				x	
1970	Adaptive Behavior in Automobile Brand Choices - A Reply		x			x	
2004	The impact of a World Wide Web site visit on brand image in the motor vehicle and mobile telephone industries			x			
2002	The influence of customer scope on supplier learning and performance in the Japanese automobile industry				x		x
1998	Strategic collaboration - A beneficial retail marketing strategy for car manufacturers and dealers		x				
1997	Target pricing - a marketing management tool for pricing new cars					x	
2007	Trends in energy consumption and carbon dioxide emissions of passenger cars and buses	x					
2003	Improving Car Body Production at PSA Peugeot Citroen	x			x		
2004	New Products, Sales Promotions, and Firm Value - The Case of the Automobile Industry					x	x
2002	Structural changes in the automotive industry in Australia - A review of user-producer relationships	x					
1996	Perceptual differences among owners of luxury cars - Strategic marketing implications			x		x	
2005	Quo Vadis, Automotive Industry - A Vision of Possible Industry Transformations						
2006	Brand corrosion - Mass marketing's threat to luxury automobile brands after merger and acquisition			x		x	
2000	Product location choice and firm capabilities - Evidence from the US automobile industry		x				
2003	An empirical examination of automobile lease vs finance motivational processes					x	x
2006	Outsourcing Multiple Parts to Many Countries - An Application to the Automotive Industry				x		
2002	Global Management Concepts and Local Adaptations: Working Groups in the French and German Car Manufacturing Industry	x					
2007	Human resource management in the North American automotive industry - A meta-analytic review	x					
2002	A comprehensive study of the transformation of the Brazilian automotive industry	x					
2011	Betriebsformen im Automobilhandel – Resultate einer empirischen Untersuchung	x	x				
2012	Händler professionell an Bord geholt				x		
2010	Die Optimierung des Gebrauchtwagen-Managements		x				x
2010	Dealer Car Rental - Erfolgsfaktoren des Ersatzwagen- und Vermietgeschäfts im Autohaus						x
1998	The changing landscape of auto distribution	x	x				
2009	Social media: The new hybrid element of the promotion mix			x			
2014	TURNING SOCIAL FEEDS INTO BUSINESS LEADS THE IMPACT OF SOCIAL MARKETING ON TODAY'S AUTOMOTIVE ECOSYSTEM			x		x	
2004	New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry			x			
2013	Lesson for dealers: Ignore online critics at your peril.			x			
2012	Brandwatch Report Automotive			x			
2014	DEALERZY SAMOCHODÓW NA FACEBOOKU			x			
2011	DEALERZY SAMOCHODÓW Raport medialny 2010			x			
2014	L2 Digital IQ Index AUTO			x			
2012	From Social Media to Social Product Development: The Impact of Social Media on Co-Creation of Innovation			x			
2011	Car dealers use social media to drive traffic			x		x	
2007	Internauci a rynek motoryzacyjny	x		x			
2014	Self-promotion, social media help sell cars.			x		x	
2013	DEVELOPING AFFECTIVE BRAND COMMITMENT THROUGH SOCIAL MEDIA			x			
2014	Car brands missing out by not using social media as sales tool			x			
2008	Addressing the What and How of Online Services: Positioning Supporting-Services Functionality and Service Quality for Business-to-Consumer Success			x		x	

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2001	Integration and Responsiveness: Marketing Strategies of Japanese and European Automobile Manufacturers			x			
2008	Trust in Buyer-Supplier Relations: The Case of the Turkish Automotive Industry			x			
2009	Review: Making and Selling Cars: Innovation and Change in the U.S. Automotive Industry			x			
2013	Pleasure principles: A review of research on hedonic consumption.	x					
2010	Female Car Shoppers: The Purse Powers the Pedal	x					
2008	Delight by Design: The Role of Hedonic Versus Utilitarian Benefits.	x					
2010	Influence: How Women's Soaring Economic Power Will Transform Our World For The Better	x					
2013	2013 – The Year of the Woman Car Buyer: Capture This Powerful & Ever-Growing Segment	x				x	
2014	Analysis on how the empowerment of women is transforming the auto industry	x					
2009	The Power of the Purse: Gender Equality and Middle Class Spending	x					
2012	Car Market and Buying Behavior – a Study of Consumer Perception.	x		x		x	
2007	Who Buys What: Identifying international spending patterns,	x				x	
2011	Marketing skierowany do kobiet	x		x			
2014	Analysis of Research in Consumer Behavior of Automobile Passenger Car Customer	x		x		x	