

Modern Management and Its Importance in Achieving Success in Business. Concrete Examples

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Abstract

Big business successes are the result of strong entrepreneurial personalities.

In the context of competitive economy, tough selection, ruthless but unequivocally, they have managed to rise above a truly remarkable tables competitors. Without exception, these businesses and their promoters have merit not only to be glimpsed an opportunity - favorable opportunities, but that sampling of unusual managerial qualities in its capitalization.

The present paper highlights some examples of successes faithfully recognized worldwide business

Key words: business, economic progress, globalization, specific markets, market competitors

J.E.L. classification: M20, M21, M13

1. Introduction

Only a few decades ago, the idea of electronic computer was nothing more than a glimmer in the minds of mathematicians, after auditioning, but considered eccentric. Today in the 3rd millennium antechamber, human civilization beneficiary of exceptional progress, revolutionary in economic and social life, looking obviously entitled, new and fascinating horizons. A whole industry of computer generated Titans not only producers, but also a spectacular competition, both on land commercial, and that of inventiveness as the main means of commercial success (Anghel, LD, Petrescu, EC 2009).

Each individual has or wants to have an occupation of his 'business' of its own, ie an enterprise own to bring some benefits in this sense, we can say that any individual is a "businessman" actual or potential ie an entrepreneur or potential, and as such he has to solve specific problems "business world", in this case the question is: What should seal "businessman" before its problems? in other words, how to proceed "businessman" in front of his problems?

Each of these methods and techniques can be described unambiguously. The methods and techniques which I have mentioned, are valid not only for trade and commerce, but also for any type of organization where activities can and must be improved effectiveness; so not only for organizations that have "benefit" the main objective. Organizations that "benefit" as the main target, such as hospitals, canteens, social security, etc., use the "usefulness" as the criterion for determining effectiveness.

2. Concrete examples of successful business identified worldwide

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success. This industry computers, with the highest growth rate compared to other economic sectors, has led IBM - International Business Machine, nicknamed Big Blue (big blue) in close competition, among others, with Apple Computer and prolific Japanese producers (Stewart, R. 2013).

Competition tough and extremely powerful in this industry are at the highest levels in the design and realization of graphic means for office. The contemporary period with the term denotes a wide range of computer products, each with a certain perspective for the future. The software component (computer programs) recorded a much higher growth rate than the computer industry in general and in particular hardware. Currently, funds and other resources increasingly higher are allocated to software, more than in any other industry.

Increasingly numerous and powerful companies and concerted computers, office machines and telecommunications equipment in one single cohesive unit.

One large and prosperous economic structures, AT & T has blended into a harmonious system regular and cellular phones, fax machines, word processors, equipment verbal mail and many other means indispensable business today. And procedures, as well as offices, are deeply transformed by portable means allowing performers to lead the conference call in the comfortable coaches Amtrak (railway company American) or TGV (high speed train), jurists and lawyers to submit documents at the office aircrafts or officials to send correspondence in limousines. The country considered to be most successful in history, in which they were born almost all entrepreneurial successes peak, it seems that the most successful returns automotive industry (Stewart, R. 2013).

America, through his acquaintances automobile manufacturers, has created not only a new civilization of continuous movement, dynamism overflowing, but has also changed, with a new way of life, the earth. In recent years, these producers have evolved, and the surprising failing to respond to major challenges from outside and as a result, sales continued to rise, although they have not completely out of the impasse.

The eight leading automotive manufacturers in the United States, only three are Americans and hold more than two-thirds of sales in the domestic market. Each, in relatively recent period, tried to take a distinctive niche in the car market tumultuous, characterized by constant threats through multiple technological innovations and by changes in prices (Stewart, R. 2013). Chrysler tries to compensate traditional status of "the Third" by maintaining market leadership and interchangeable coupe, as well as large-scale sale of trucks. General Motors, whose sales have been some stagnation in recent years, taking the lead in technological innovation, with new performance models, while Ford is focusing its full potential resources on the design of new models, technological engineering innovation and identifying with style Higher life (Stewart, R. 2013). US car sales activities together prominent figures even higher famous Lee Iacocca, debuted as the seller. Chrysler Corporation, in the last years of the decade of the eighth and early ninth, was facing bankruptcy due to the decline in sales, failure to meet increased costs and production capacity. In this situation, Lee Iacocca take over a company who stumble, get a loan guaranteed by the US Congress and change in a few years and force Chrysler's image. The company has therefore fulfill the role of convincing, firstly, its staff, managers and workers that can compete with US companies and foreign government, which approved guaranteeing a loan on his creditworthiness and, not least, the public that provides the right product at the right time and price.

With the development of nylon in 1938, the firm founded by Eleuthere Irenee Du Pont de Nemours announces new era of synthetic fibers and materials science have changed and continue to change the way of life in a profound way. New materials and enormous successes efforts rewarded by intense periods of time on applied research aimed at solving or preventing problems from quantitative limits of natural resources.

The largest organization in the chemical industry American Du Pont, is also the company that ranges over time in the world ranking of companies about the size of funds allocated for research and development: Du Pont remains the pioneer in researching - sustainable development in a number of diverse and important areas such as agriculture and industry chemicals, biomedical products, coal, fiber, consumer products, polymers, petroleum (exploration, extraction, refining, marketing, transportation). To secure continued success in the competition increasingly closer to the contemporary period, Du Pont decided to approach, to harmonize and interconnect activities and research and development personnel and marketing. In this way, Du Pont, contemporary period

to customers seeking products increasingly sophisticated, aware of the request cycle time reduction, R & D and production.

If all chemical companies are faced with this problem, Du Pont trying to create materials and products that meet customer needs and requirements rather than seek to attract customers in making the best. Hoechst Celanese Corporation, American Hoechst merger structure and Celanese Corporation, the leading manufacturer of fibers, films and many other chemical and synthetic materials, due to the business success of research and development with a strong practical.

Through these activities, the corporation managed to obtain artificial fibers that look like natural ones, but are more resistant to fire and grease stains or superior to natural fibers enormous enforcement throughout the industry.

Corporate philosophy called "High Chim" consists of synergistic blend of chemistry and other sciences with the objective of improving quality of life, preserving the environment, shaping the future of the human species, to obtain a huge profit. Hoechst Celanese Corporation so that makes a range of products such as optical fiber izoterică discs recorded with high storage capacity, basic organic substances, polyester filament, acetate, drugs and liquid crystal polymers metal substitutes. Monsanto, the main producer of industrial chemicals, agriculture and consumer goods, has the research and development strategy emphasizing the role in getting new products and extending the use of current products in the 6 areas of business that is engaged (Stewart, R. 2013).

Dow Chemical Company, known for polycarbonate plastics used for compact discs and automobile components, is revisiting its strategy against the background of our technological environment tumultuous years in two areas belonging future: plastics and chemicals vanguard processed. Phillip of the company is to exploit both giant and its main market, the industry and the individual consumer with products becoming more sophisticated, high class, to maintain the leading position in the chemical high-tech. Computer industries, car or chemical role of creativity, inventiveness and technical and technological ingenuity is determinant in the design and manufacture of new products and materials (Stewart, R. 2013).

The computer, as the car, is a product of great structural-compositional complexity, in terms of the quantitative and, in particular, of the qualitative, due to technical and technological inventiveness. A new material, or new chemical nonexistent in nature, which is actually the biggest and at the same time, complete chemical laboratory, can only be the result of an altogether extraordinary inventiveness.

The categories of products such as computers, cars or materials or chemicals genialii entrepreneurs have established and set in motion strong economic structures crowning is ultimately successful.

However, other ingenious entrepreneurs have established and set in motion strong economic structures for making products simple, trivial, or a known low degree of novelty, rejoicing, finally, also deserved success. Coca-Cola is the company that dominates the world ranking of the best known trade mark, the center of the highest yields and the most complex distribution system in the world for a simple product and quality, but became familiar everywhere, a refreshing drink, otherwise excellent. And Pepsi-Cola, the great rival who holds the top position in three markets in the United States (refreshments, snacks and fast food restaurants), and a total of 16,000 units, is the largest restaurant system in the world.

Soft drinks Pepsi-Cola, Mirinda and Seven Up is the most sold product in supermarkets and Pepsi is the most sought after brand of the brands present in all walks of supermarkets (Enea C., Tănăsioiu G., 2008).

Mc Donald's, a colossus managerial created and animated the entrepreneur genius Ray Kroc, conquered not only America, but the entire humanity with a hamburger in fact nothing more than a patty produced banal but delicious that we prepare in different variants, all the housewives in the world.

Frank Hickingbotham not issued or disposed of an original idea in October 1981 to open a shop frozen yogurt in his hometown of Little Rock in Arkansas, stands yogurt is popular in America several years earlier, in reply to a lower demand for "easier" than ice cream.

But, like Ray Kroc, who invented any burger or fast food restaurant, the genius of Hickingbotham is not to generate a new concept of food, but the conversion, plan management and marketing of good ideas in a highly profitable business. The structure created TCBY Enterprises

Inc. becomes the first to apply the system of entrusting the franchise (in English franchising - pa) and sales techniques used by Mc Donald's, because, as he says himself Hickingbotham just was time for a national network frozen yogurt.

Anthony Rossi, true fundamental management principle that the control is the most important attribute of the business manager, Tropicana Juice founded the company that extracts of citrus juice by cutting-edge technologies developed by the founder himself.

For Joseph Seagram & Sons Inc. company, the main product are spirits, namely high-quality whiskey, although shortly expands into the fields refrigerators wine and soft drinks by buying Tropicana lines leading them in juice fruit. In the United States, the liquor industry, like cigarettes industry, is permanently in a certain defensive spirits being less required as a result of strong currents in the media extensively implemented for health and fitness.

Seagram has adopted a policy suited to the situation, the idea of a moderate consumption of alcohol, but also to promote wines and spirits as ancillary to a good life as evidence of tastes chosen, focusing on the concepts of quality and tradition in consumption its products.

Philip Morris, known cigarette brands, is much more than the manufacturer peak of America, holding companies General Foods, Kraft, Miller Brewing and Oscar Mayer and featuring the same time, financial services and real estate by Philip Morris Credit Corporation and Mission Viego Realty Group (Stewart, R. 2013). If, for reasons well known to the US market for cigarettes falls steadily from year to year, instead of tobacco revenue and profit increase due to a combination of cost reduction policies, pricing and sharp increase in export sales. With a single product and a few other recurring mostly in terms of the end user and technology achievement, is well established in the global market The Goodyear Tire & Rubber Company (Stewart, R. 2013).

Goodyear has as main activity a range of activities integrated the design, development, manufacture, distribution and sale of automotive rubber tires entire face of the earth. The world's largest manufacturer of tires, Goodyear manufactures and sells also a wide range of products for the transport industry as well as for various industrial and individual consumer markets. In this range includes various grades of rubber, plastic and chemical products made in dozens of units throughout the US and in dozens in the wider world. Complementary, Goodyear provides an important variety of other products and services, is committed by its auxiliary structures in various transports crude oil and commercial activities. And after Goodyear felt that its products are too limited use in strong dependence on the automobile industry and the markets show a growing demand, including the typology of requests, promoted a double strategy to improve the production and diversification profile of activity. Specifically, the high technological level of the manufacturing process and has invested heavily in research and development in order to achieve high quality products at low cost, to compete effectively in the market.

Several related products intended for such use and therefore beaches final consumers with huge success, Procter & Gamble is distinguished as a leader not only in the hygiene industry, but also the whole business firms in America and the world. Giant Procter & Gamble, manufacturer of diapers, toothpaste, soaps and detergents, is detached from the rest of the enormous scale of the activities of competitors and sustained effort in terms of advertising.

In a struggle to promote products made, Procter & Gamble allocated huge funds in an ingenious publicity made mainly television spots about known types of soap, toothpaste, detergents and diapers. Because demand for soap and detergents generally does not exceed the rate of population growth, Procter & Gamble has put an emphasis on a marketing strategy and sales offensive as ingredients of success (Enea C., Tănăsioiu G., 2008).

Thus obtained, besides a remarkable increase in the demand and sales liquid detergents, new and more effective products with such new delivery systems such as detergents in soluble packets, which played a crucial role in increasing demand and sales.

Founded in 1837 in Cincinnati, Ohio, a firm of candles and soap, it has become as a colossus of business with at least one product for 95 of the 100 residents of the United States and a degree of market penetration simply peerless. Today, Procter & Gamble products are sold in over 125 countries worldwide and the company is considered a leader in American advertising, the main supporter of basic research and product development. Also, Procter & Gamble is considered the founder of modern management system product, from research, continuing with the manufacture, promotion and publicity and then ending with the delivery and display. List of products offered by

Procter & Gamble, many of them appreciated the Romanian market include soaps Zest and Ivory, laundry detergent Tide, shampoo Head & Shoulders, dishwashing detergent Cascade, said Crisco, mixtures of cake Duncan Hines, coffee Folger's toothpastes Crest and Blend.

The grandiose goals which it proposes, Procter & Gamble has a personnel policy that promotes and appreciates risk taking, innovation, integrity and creativity. In manual recruitment, Procter & Gamble provides that needs employees with strong motivation, eminent reputation, new initiatives overflowing, outstanding written and oral communication skills, highly intelligent and creative acumen acute.

Another company in the field of hygiene, well-known company Gillette, founded in 1901, designs, manufactures and distributes a wide range of products, most notably apparatus and razors, cosmetics and toiletries, writing instruments and office electric shaving machine and other appliances. Gillette attributed great successes in selling his famous shaving products, the constant technological innovation and effective marketing concept and especially for promotion. Writing Instruments as office conducted by Gillette recorded a leadership position in the global market, with the main highlights for brands Waterman, Paper Mate Flair, Braun is also a manufacturer of electric shavers and small appliances, However, Germany, with a line of sanitary napkins and other oral hygiene particularly strong, so the European market and the US.

Box took pictures created by George Eastman in 1888 remains an exceptional invention, an amount equivalent to the transparent film of Kodak made the following year. Over just 11 years will begin 20th century, substantial beneficiary of this invention, and today is unimaginable, if not impossible, contemporary civilization would look like without their application.

Today, Kodak has simply blossomed into a giant international structure by exploiting intelligent image processing technology devised by Eastman. Kodak Copier to film emulsions and lithium batteries, most operations of the company keeps at least one photo with business thriving. Kodak became the leader of excellent relations with employees since the time of Eastman when he stunned the business world by paying annual dividend absolutely all employees. This "legacy" led the company to a sound personnel policy, promotion from within and a generous benefits package for employees who prove fidelity and attachment (Enea C., Tănăsioiu G., 2008).

Another company with relatively akin profile, Xerox Corporation is a multinational colossus systems multiplier office documents, so familiar that its trade mark name entered in everyday language verb meaning "photocopy". Xerox Corporation secured by an exemplary staff training activities conceived design, production, sales and maintenance service for the entire range of machines and systems for document processing.

A large and diversified manufacturing company active in the United States and nearly 50 countries is 3M, organized into four sectors based on the principles of technology and market (Enea C., Tănăsioiu G., 2008).

Electronics sector and manufactures a wide variety of products, from pressure sensitive adhesive tapes, abrasives and specialty chemicals to electronic connectors. Supported by innovative technology, an efficient manufacturing and a powerful servers to customers, all in the service of a substantial increase, 3M cover a range of industrial markets worldwide, such as aerospace, packaging, paper, construction and assembly and so on

The second sector, information technologies and image focuses on audiovisual media and graphics for trade, magnetic means and imaging systems and provides design and production of films and sheets lithograph, radiographic film, projection systems overhead systems digital processing and others.

The next sector, life sciences, performed a series of products such as: pressure sensitive adhesives, nonwovens, glasses, biomaterials and medical and dental more. And the fourth sector of 3M, consumer products, manufactures and distributes whole earth for business firms or individual consumers transparent adhesive Scotch Magic Tape extremely known and packages of paper-flyers for various records "Post-it". Fulcrum of growth 3M is the emphasis given priority through new product development and new technologies, such microform and continuous improvement of known technologies, with examples the nonwoven material. Another view is presented by Alfred Roach, business founder TII Industry Inc., for the production of overvoltage protection devices, which states that there are many other ideas to follow. Many his age would have given up work to enjoy the flavor successes, but Al Roach, though her hair completely white, firmly rejects the idea

of retreat, invoking one by Pablo Picasso, who asked in later years why May paints and not give "something soft" because it already has a fabulous opera, he responded with an Olympian calm that there are so many white sails to be painted. Night after night, David Mintz trying all manner of vessels and high speed mixers to find a solution for the frozen dessert recipe without milk obtained from a fermented solution, mingled with soybean (tofu). Tofutti frozen dessert is new, great tasting, no cholesterol, no butter and only a third of the calories of an equivalent amount of ice cream.

Completely faithful to his own motto "believe, to conceive and rendered" ridiculed by relatives, friends and acquaintances that have a fixed idea, Roy Carver has blindly followed the conviction was seen suddenly one day a great personality, a pioneer brilliant. As further confirmation, Lindon B. Johnson, the US president, the company will give Roy Carver "Presidential Award of Excellence" E " for exports. But ignoring both heat and colleagues continue to eulogize magnificent Kriebel commercial potential of his latest invention: an anaerobic adhesive, net of different adhesives on the market, able to cure in the absence of air.

Marion Isbell, founder of the branch network of hotels and restaurants Ramada Inns, notes, since childhood, he can not read and memorize as well as school colleagues. Age 16 moved to Chicago, imagines making and high expectations will prove unfounded that, there had to be smarter than his new colleagues. This establishes as the guiding motto of life, followed with total fidelity to try to be always ahead of his side in terms of work (Enea C., Tănăsioiu G., 2008).

3. Concluzions:

And success in business generally and successful in business, not only implies satisfaction through products and services, certain requirements of the market, yet provide learners glory and material advantages and financial both the creator and those around him, and by members of the organization and society, certain fundamentals of economic and social progress.

The business world is currently experiencing an unprecedented level of competition. A growing number of new companies have to face market penetration - usually saturated and stagnant market - competing undertakings, indigenous and foreign. Many fail to respond to this confrontation, the lack of systematic strategies, especially (Covey, RS 2007).

Despite market segmentation and adaptation to customer needs, we face an ever growing number of enterprises that tries to satisfy the same needs. In general, the products offered are of the same quality. In other words, too many businesses offer similar products. Today, to be successful, a company must be concerned with getting more than its competitors, who, as customers, should be identified and analyzed.

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