

How Didi Fought Uber in China and Won: Next, Taking on the World

Your discussion this week will focus on the case study about Uber and its competitive entry into the Chinese market (p. 560 in the textbook).

Reflecting on this week's content focusing on ethical leadership, strategy, and alliances, discuss the following questions.

- *Why did Uber find the Chinese market so appealing?*
- *What ethical considerations should be considered in addressing the decisions made by leaders within each company?*
- *Discuss the pros and cons of the merger between Didi and Uber China.*

Directions:

- Discuss the concepts, principles, and theories from your textbook. Cite your textbooks and cite any other sources if appropriate.
- Your initial post should address all components of the question with a 500 word limit.

Textbook:

Luthans, F., & Doh, J. P. (2021)

International management: Culture, strategy, and behavior (11th ed.)

McGraw-Hill Education, New York, NY ISBN
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