

Process in action

Oticon – the strategy view

Update

Much has been written on the entrepreneurial nature of the company, however little can be found on manufacturing implications or financial return. Can it be assumed that Oticon lead in terms of technical development, seemingly their core competence, and manufacture is undertaken on a contract basis, perhaps by other members of the holding company? They are still filing patents, and still listed on the Denmark list of best companies.

<http://www.danishexporters.dk/scripts/danishexporters/oticon.asp?landekode=GB>

You can find details of their products at:

<http://www.halfpricehearing.co.uk/manufacturers/3/oticon-hearing-aids/default.aspx>

http://www.oticonnhs.co.uk/?page_id=4

http://resources.bnet.com/topic/oticon+inc..two_papershtml