

Overview

Uber and founders of their technologies, Travis Kalanick, had made their technological disruption that... Uber had already demonstrated considerable success for itself, global scaling, and the company began to develop legal cases to reach markets. However, the Uber model, while efficient, also represented opportunity in terms of customer demand, amongst other such a case in... **2016**

Should Uber become the world's largest for ride-sharing market?

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The Founding and Growth of Uber

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Uber:
Managing a
Ride in China

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Uber: Managing a Ride in China

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Overview:

CEO and Founder of Uber Technologies, Travis Kalanick, had made clear to investors and the public that *expansion into China was one of his company's major priorities for 2016*. Uber had already demonstrated remarkable capacity for rapid, global scaling, and for operating despite its unclear legal status in many markets. However, the China market, while offering Uber unprecedented opportunity in terms of customer demand, presented Uber with a host of *new challenges, including a murky regulatory framework and a strong, native incumbent*, Didi-Kuaidi that boasted the lion's share of the ride-hailing market. **Could Uber overcome these obstacles and thrive in the China market?**

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The Founding and Growth of Uber



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Founding

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Expansion

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