

New culture at Bridgestone

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10/02/2018 Tire maker raises its profile and innovative power.

Bridgestone, the world's largest tire maker, is positioning itself to master ever tougher levels of competition. "Before changing our processes or methods, we first have to change our culture," says Emilio Tiberio, Bridgestone's Vice President Research & Development. This means the factors that make a transformation sustainable. For change processes to be successful, notes Tiberio, employees have to change the way they think. This video from Porsche Consulting shows how Bridgestone is ensuring transparency for everyone involved.

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