

My Years With General Motors Alfred P Sloan Jr

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Only the Paranoid Survive - Andrew S. Grove 2010-05-05
Andy Grove, founder and former CEO of Intel shares his strategy for success as he takes the reader deep inside the workings of a major company in *Only the Paranoid Survive*. Under Andy Grove's leadership, Intel became the world's largest chip maker and one of the most admired companies in the world. In *Only the Paranoid Survive*,

Grove reveals his strategy for measuring the nightmare moment every leader dreads--when massive change occurs and a company must, virtually overnight, adapt or fall by the wayside--in a new way. Grove calls such a moment a Strategic Inflection Point, which can be set off by almost anything: mega-competition, a change in regulations, or a seemingly modest change in technology. When a Strategic

Inflection Point hits, the ordinary rules of business go out the window. Yet, managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever. Grove underscores his message by examining his own record of success and failure, including how he navigated the events of the Pentium flaw, which threatened Intel's reputation in 1994, and how he has dealt with the explosions in growth of the Internet. The work of a lifetime, *Only the Paranoid Survive* is a classic of managerial and leadership skills.

A Ghost's Memoir - John McDonald 2003

The story of the ghostwriting of Alfred P. Sloan's best-selling memoir, *General Motors' Attempts to Block the Book's Publication, and the Author's Eventual Triumph over the Corporation*. Published in 1964, *My Years with General Motors* was an immediate best-seller and today is considered one of the few classic books on management. The book is the

ghostwritten memoir of Alfred P. Sloan, Jr. (1875-1966), whose business and management strategies enabled General Motors to overtake Ford as the dominant American automobile manufacturer in the 1920s and 1930s. What has been largely unknown until now is that *My Years with General Motors* was almost not published. Although it was written with the permission of General Motors -- and slated for publication in October 1959 -- at the last minute General Motors tried to suppress the book out of fears that some of the material in it could become evidence in an antitrust action against the company. This book, by John McDonald, Sloan's ghostwriter, tells the behind-the-scenes story of the book's writing, its attempted suppression, and the lawsuit that eventually led to its publication. McDonald's narrative is partly the David-and-Goliath story of a lone journalist taking on the world's then-largest corporation and partly a study of strategy in its own right. McDonald's struggle

to publish the book led him to navigate a complicated course among the competing interests of General Motors, Fortune magazine (his employer), and Time, Inc. (Fortune's owner). In many ways this "book about the book" parallels the Sloan book as a tale of successful, brilliantly planned strategy.

My Years With General Motors - Alfred P. Sloan, Jr.
1990-08-30

This memoir by Sloan was an instant bestseller when it appeared in 1964. It has remained a favorite among managers and mgmt. students. Sloan wrote this book to counterbalance a book that GM's senior exec. thought to be pernicious: Peter Drucker's book on GM, *Concept of the Corp.*,² pub. in 1946, the first study of mgmt. as a discipline, the first study of a big corp. from within. Sloan defended Drucker's right to publish the study, but Sloan wrote this response, which Bill Gates praises as the best book to read on bus. It offers personal glimpses into the practice of the discipline of mgmt.² by

the man who perfected it -- a distillation of 50 years of intimate leadership experience with a giant industry and an inside look at dramatic events and creative bus. mgmt.

The Drucker Lectures: Essential Lessons on Management, Society and Economy - Peter F. Drucker
2010-07-05

Previously unpublished talks from the Father of Modern Management Throughout his professional life, Peter F. Drucker inspired millions of business leaders not only through his famous writings but also through his lectures and keynotes. These speeches contained some of his most valuable insights, but had never been published in book form—until now. *The Drucker Lectures* features more than 30 talks from one of management's most important figures. Drawn from the Drucker Archives at the Drucker Institute at Claremont Graduate University, the lectures showcase Drucker's wisdom, wit, profundity, and prescience on such topics as:

Politics and economics of the environment Knowledge workers and the Knowledge Society Computer and information literacy Managing nonprofit organizations Globalization During his life, Drucker well understood that over the last 150 years the world had become a society of large institutions—and that they would only become larger and more powerful. He contended that unless these institutions were effectively managed and ethically led, the good health of society as a whole would be in peril. His prediction is unfolding before our eyes. The Drucker Lectures is a timely, instructive book proving that responsible behavior and good business can, in fact, exist hand in hand. *The Company* - John Micklethwait 2005-01-11 Chosen by BusinessWeek as One of the Top Ten Business Books of the Year With apologies to Hegel, Marx, and Lenin, the basic unit of modern society is neither the state, nor the commune, nor the party; it is the company. From this bold

premise, John Micklethwait and Adrian Wooldridge chart the rise of one of history's great catalysts for good and evil. In a "fast-paced and well-written" work (Forbes), the authors reveal how innovations such as limitations on liability have permitted companies to rival religions and even states in importance, governing the flow of wealth and controlling human affairs—all while being largely exempt from the rules that govern our lives. *The Company* is that rare, remarkable book that fills a major gap we scarcely knew existed. With it, we are better able to make sense of the past four centuries, as well as the events of today. *Midnight in Vehicle City* - Edward McClelland 2021-02-02 Winner of the 2021 Midland Authors Book Award in History In a time of great inequality and a gutted middle class, the dramatic story of "the strike heard around the world" is a testament to what workers can gain when they stand up for their rights. The tumultuous Flint sit-down strike of

1936-1937 was the birth of the United Auto Workers, which set the standard for wages in every industry. *Midnight in Vehicle City* tells the gripping story of how workers defeated General Motors, the largest industrial corporation in the world. Their victory ushered in the golden age of the American middle class and created a new kind of America, one in which every worker had a right to a share of the company's wealth. The causes for which the strikers sat down—collective bargaining, secure retirement, better wages—enjoyed a half century of success. But now, the middle class is disappearing and economic inequality is at its highest since before the New Deal. Journalist and historian Edward McClelland brings the action-packed events of the strike back to life—through the voices of those who lived it. In vivid play-by-plays, McClelland narrates the dramatic scenes including of the takeovers of GM plants; violent showdowns between picketers and the police; Michigan governor

Frank Murphy's activation of the National Guard; the actions of the militaristic Women's Emergency Brigade who carried billy clubs and vowed to protect strikers from police; and tense negotiations between labor leader John L. Lewis, GM chairman Alfred P. Sloan, and labor secretary Frances Perkins. The epic tale of the strike and its lasting legacy shows why the middle class is one of the greatest inventions of the 20th century and will guide our understanding of what we will lose if we don't revive it.

The Concept of the Corporation
- Peter Ferdinand Drucker
1964-05

Out of the Crisis, reissue -
W. Edwards Deming
2018-10-16

Deming's classic work on management, based on his famous 14 Points for Management. "Long-term commitment to new learning and new philosophy is required of any management that seeks transformation. The timid and the fainthearted, and the

people that expect quick results, are doomed to disappointment." —from *Out of the Crisis* In his classic *Out of the Crisis*, W. Edwards Deming describes the foundations for a completely new and transformational way to lead and manage people, processes, and resources. Translated into twelve languages and continuously in print since its original publication, it has proved highly influential. Research shows that Deming's approach has high levels of success and sustainability. Readers today will find Deming's insights relevant, significant, and effective in business thinking and practice. This edition includes a foreword by Deming's grandson, Kevin Edwards Cahill, and Kelly Allan, business consultant and Deming expert. According to Deming, American companies require nothing less than a transformation of management style and of governmental relations with industry. In *Out of the Crisis*, originally published in 1982, Deming

offers a theory of management based on his famous 14 Points for Management.

Management's failure to plan for the future, he claims, brings about loss of market, which brings about loss of jobs.

Management must be judged not only by the quarterly dividend, but by innovative plans to stay in business, protect investment, ensure future dividends, and provide more jobs through improved product and service. In simple, direct language, Deming explains the principles of management transformation and how to apply them.

Car Guys vs. Bean Counters - Bob Lutz 2011-06-09

A legend in the car industry reveals the philosophy that's starting to turn General Motors around. In 2001, General Motors hired Bob Lutz out of retirement with a mandate to save the company by making great cars again. He launched a war against penny pinching, office politics, turf wars, and risk avoidance. After declaring bankruptcy during the recession of 2008, GM is back

on track thanks to its embrace of Lutz's philosophy. When Lutz got into the auto business in the early sixties, CEOs knew that if you captured the public's imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put their faith in analysis, determined to eliminate the "waste" and "personality worship" of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz's commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace.

The Message of a Master - John McDonald 2010-10-06

The Message of a Master is the

story of a seemingly miraculous change that takes place in a man after he meets a true master of life. He learns, and shares with us, teachings that allow him to develop his powers so that he can accomplish anything he desires.

True Professionalism - David H. Maister 2012-12-11

Are some technically competent professionals who work hard and long hours 'true professionals' or are they just cruisers? In this deeply illuminating call to arms, David Maister, the world's premier consultant to professional service firms, vigorously challenges individuals to examine closely the meaning of their work and reach beyond their grasp. The pursuit of the highest standards, Maister argues, is the primary road to commercial success. He presents a visionary reconception of professionalism that encompasses a lifelong dedication to self-improvement, a personal commitment to excellence, and a true spirit of

service to clients. Looking first at the individual professional, Maister dares those good corporate citizens who 'do their duty' to discover what they truly love to do. Turning to the institution, Maister focuses on what he calls the 'instability' of professional service firms today, and offers advice on how to invest in skill building. David Maister's message is a recipe for success and for professional satisfaction making TRUE PROFESSIONALISM a worthy successor to his previous writings.

My Years With General Motors - Alfred P Sloan

2015-01-16

Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, *My Years With General Motors*, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by

modern business giants.

David Buick's Marvelous Motor Car - Lawrence R. Gustin 2006

The first biography of David Buick, an enigmatic figure in automotive history.

The Struggle for Control of the Modern Corporation - Robert F. Freeland 2001

This book examines the changes in General Motors' organization between 1924 and 1970.

Summary: My Years with General Motors -

Businessnews Publishing
2016-09-09

The must-read summary of Alfred P. Sloan Jr.'s book "My Years with General Motors: How General Motors Was Built Into the Largest Corporation in the World". This complete summary of the ideas from Alfred P. Sloan Jr.'s book "My Years with General Motors" shares Alfred P. Sloan Jr.'s experience as a CEO of General Motors from 1923 to 1946. In his book, the author explains the policies and processes he used at General Motors to make it the number one organisation in the automobile

industry. By learning about his strategies, you can start applying them to your own business and take your company to the next level.

Added-value of this summary: - Save time - Understand the key concepts - Expand your business knowledge To learn more, read "My Years with General Motors" to learn about one of the top companies in the world and how it achieved success.

Budgetary Control - James Oscar McKinsey 1923

The Deal Maker - Axel Madsen
1999-09-06

Describes the accomplishments and misfortunes of the man who founded General Motors in the early 1900s

Fins - William Knoedelseder
2018-09-18

The New York Times bestselling author of Bitter Brew chronicles the birth and rise to greatness of the American auto industry through the remarkable life of Harley Earl, an eccentric six-foot-five, stuttering visionary who dropped out of college and

went on to invent the profession of automobile styling, thereby revolutionized the way cars were made, marketed, and even imagined. Harleys Earl's story qualifies as a bona fide American family saga. It began in the Michigan pine forest in the years after the Civil War, traveled across the Great Plains on the wooden wheels of a covered wagon, and eventually settled in a dirt road village named Hollywood, California, where young Harley took the skills he learned working in his father's carriage shop and applied them to designing sleek, racy-looking automobile bodies for the fast crowd in the burgeoning silent movie business. As the 1920s roared with the sound of mass manufacturing, Harley returned to Michigan, where, at GM's invitation, he introduced art into the rigid mechanics of auto-making. Over the next thirty years, he functioned as a kind of combination Steve Jobs and Tom Ford of his time, redefining the form and function of the country's

premier product. His impact was profound. When he retired as GM's VP of Styling in 1958, Detroit reigned as the manufacturing capitol of the world and General Motors ranked as the most successful company in the history of business. Knoedelseder tells the story in ways both large and small, weaving the history of the company with the history of Detroit and the Earl family as Fins examines the effect of the automobile on America's economy, culture, and national psyche.

Aaker on Branding - David Aaker 2014-07-15

An expert presents in a compact form the 20 essential principles of branding that will lead to the creation of strong brands.

Uncontainable - Kip Tindell 2014-10-07

Kip Tindell, the founder and CEO of The Container Store, reveals the seven secrets to keeping both customers AND employees happy and all fully engaged. "You're going to sell what? Empty Boxes?" Back in 1978, Kip Tindell (Chairman &

CEO of The Container Store) and his partners had the vision that people were eager to find solutions to save both space and time - and they were definitely onto something. A new category of the retailing industry was born - storage and organization. Today, with stores nationwide and with more than 5,000 loyal employees, the company couldn't be stronger. Over the years, The Container Store has been lauded for its commitment to its employees and focus on its original concept and inventory mix as the formula for its success. But for Tindell, the goal never has been growth for growth's sake. Rather, it is to adhere to the company's values-based business philosophies, which center on an employee-first culture, superior customer service and strict merchandising. The Container Store has been named on Fortune magazine's "100 Best Companies To Work For" list for 15 consecutive years. Even better, The Container Store has millions of loyal customers. In

Uncontainable, Tindell reveals his approach for building a business where everyone associated with it thrives through embodying the tenets of Conscious Capitalism. Tindell's seven Foundation Principles are the roadmap that drives everyone at The Container Store to achieve the goals of the company. Uncontainable shows how other businesses can adapt this approach toward what Tindell calls the most profitable, sustainable and fun way of doing business. Tindell is that rare CEO who fully embraces the "Golden Rule" of business - where all stakeholders - employees, customers, vendors, shareholder, the community - are successful through a harmonic balance of win-wins.

Dealers of Lightning -

Michael A. Hiltzik 2009-05-19
In the bestselling tradition of *The Soul of a New Machine*, *Dealers of Lightning* is a fascinating journey of intellectual creation. In the 1970s and '80s, Xerox Corporation brought together a

brain-trust of engineering geniuses, a group of computer eccentrics dubbed PARC. This brilliant group created several monumental innovations that triggered a technological revolution, including the first personal computer, the laser printer, and the graphical interface (one of the main precursors of the Internet), only to see these breakthroughs rejected by the corporation. Yet, instead of giving up, these determined inventors turned their ideas into empires that radically altered contemporary life and changed the world. Based on extensive interviews with the scientists, engineers, administrators, and executives who lived the story, this riveting chronicle details PARC's humble beginnings through its triumph as a hothouse for ideas, and shows why Xerox was never able to grasp, and ultimately exploit, the cutting-edge innovations PARC delivered. *Dealers of Lightning* offers an unprecedented look at the ideas, the inventions, and the

individuals that propelled Xerox PARC to the frontier of technohistory--and the corporate machinations that almost prevented it from achieving greatness.

The Message of a Master - John McDonald 1929

The Message of a Master is the story of a seemingly miraculous change that takes place in a man after he meets a true master of life. He learns, and shares with us, teachings that allow him to develop his powers so that he can accomplish anything he desires.

The Second Automobile Revolution - M. Freyssenet 2009-04-30

The rapid takeoff of the continent-sized national economies and the increasing expense of extraction have led to strong tensions in petrol prices and a race towards alternative driving systems.

This book analyses the emergence of a second automobile revolution through the trajectories of automobile firms since the nineties.

Mahan on Naval Warfare -

Alfred Thayer Mahan 1919

Sloan Rules - David Farber 2002

Alfred P. Sloan Jr. became the president of General Motors in 1923 and stepped down as its CEO in 1946. During this time, he led GM past the Ford Motor Company and on to international business triumph by virtue of his brilliant managerial practices and his insights into the new consumer economy he and GM helped to produce. Bill Gates has said that Sloan's 1964 management tome, My Years with General Motors, "is probably the best book to read if you want to read only one book about business." And if you want to read only one book about Sloan, that book should be historian David Farber's Sloan Rules. Here, for the first time, is a study of both the difficult man and the pathbreaking executive. Sloan Rules reveals the GM genius as not only a driven manager of men, machines, money, and markets but also a passionate and not always wise participant in the

great events of his day. Sloan, for example, reviled Franklin Roosevelt and the New Deal; he firmly believed that politicians, government bureaucrats, and union leaders knew next to nothing about the workings of the new consumer economy, and he did his best to stop them from intervening in the private enterprise system. He was instrumental in transforming GM from the country's largest producer of cars into the mainstay of America's "Arsenal of Democracy" during World War II; after the war, he bet GM's future on renewed American prosperity and helped lead the country into a period of economic abundance. Through his business genius, his sometimes myopic social vision, and his vast fortune, Sloan was an architect of the corporate-dominated global society we live in today. David Farber's story of America's first corporate genius is biography of the highest order, a portrait of an extraordinarily compelling and skillful man who shaped his era and ours.

Business - □□□□□□□□□□ 2003
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Guide to Management Ideas and Gurus - Tim Hindle
2008-09-01

Good management is a precious commodity in the corporate world. Guide to Management Ideas and Gurus is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, Guide to Management Ideas, presented the most significant ideas that continue to underpin business management. This new book builds on those ideas and adds detailed biographies of the people who came up with them-the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Genchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale

Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

Lost Car Companies of Detroit - Alan Naldrett 2016-01-25

Among more than two hundred auto companies that tried their luck in the Motor City, just three remain: Ford, General Motors and Chrysler. But many of those lost to history have colorful stories worth telling. For instance, J.J. Cole forgot to put brakes in his new auto, so on the first test run, he had to drive it in circles until it ran out of gas. Brothers John and Horace Dodge often trashed saloons during wild evenings but used their great personal wealth to pay for the damage the next day (if they could remember where they had been). David D. Buick went from being the founder of his own leading auto company to working the information desk at the Detroit Board of Trade. Author Alan Naldrett explores these and more tales of automakers who ultimately failed but shaped the industry and designs putting wheels on

the road today.

Ghosts - Curdella Forbes 2012

"Set on the Caribbean island of Jacaranda at different points in a disturbing future, *Ghosts* weaves a counterpoint between the family wound and a world caught between amazing technological progress and the wounds global warming inflicts on an agitated planet"--Cover p. [4].

My Years With General Motors - Alfred P. Sloan 2020-05-25

Bill Gates told *Fortune*, "My Years with General Motors is probably the best book to read if you want to read only one book about business." Alfred P. Sloan was the control stockholder of General Motors Corporation. General Motors was the largest industrial company in the world. General Motors was larger than almost all of the other countries of the world. The man who helped build the world's largest industrial corporation - and created the organizational system that has made it run as efficiently and effectively as any organization in the world - tells the remarkable story of

how General Motors evolved. When Alfred P. Sloan joined General Motors in 1918, it was a sprawling loosely organized country headed towards severe financial and mismanagement crisis. Two years later, after the resignation of President and founder W. C. Durant, Mr. Sloan and the du Ponts assumed management responsibility and began to develop the delicate balance between centralized operational responsibility that has made General Motors competitive in policy as well as in product. In Part I Mr. Sloan describes the evolution of the company's basic management policies and strategic concepts: the organizational policy, the concept of financial control, and the product policy which revolutionized the automobile market long dominated by Henry Ford's Model T. In the early 1920s Mr. Sloan recognized the importance of offering the public "a car for every purse and purpose" and of upgrading cars for an increasingly prosperous, consumer oriented society.

Part II takes the reader behind the scenes into many operating phases of the corporation: its specialized staffs, non-automotive divisions, and specific management problems. Mr. Sloan's vivid narrative is illuminated with lively quotations from the record as he describes some of the most dramatic events in American industrial history. This is the authentic inside story of how modern management techniques enabled General Motors to triumph in the roaring 20s and emerge strong from the depression 30s; to convert slowly to war production in the 40s and go on to break all records for production, sales, and profits in the 50s and 60s. My Years With General Motors is the story no other businessman could tell - a distillation of half a century of intimate experience with the largest industrial complex in the world, It is a story of ideas as well as events. Alfred P. Sloan, Jr., was born in 1875 and graduated from Massachusetts Institute of Technology at twenty. Four

year later he was general manager of the Hyatt Roller Bearing Company, and when Hyatt was combined with several other automotive suppliers to form the United Motors Corporation Mr. Sloan was named president of the new company. In 1918 United Motors became a part of General Motors, and Mr. Sloan joined G. M. as a director and vice president. He was made president and chief executive officer in 1923 and was elected board chairman in 1937. Mr. Sloan has been honorary chairman since 1956. He founded and has endowed the Alfred P. Sloan Foundation, of which he is chairman, and was co-founder of the Sloan-Kettering Institute for Cancer Research.

Crash Course - Paul Ingrassia
2011-01-11

“A definitive account . . . It’s hard to imagine anyone better than Paul Ingrassia to ‘ride shotgun’ on a journey through the sometimes triumphant, often turbulent, history of U.S. automaking. . . . [A] wealth of amusing, astonishing and

enlightening nuggets.”—Pittsburgh Tribune-Review This is the epic saga of the American automobile industry’s rise and demise, a compelling story of hubris, missed opportunities, and self-inflicted wounds that culminates with the president of the United States ushering two of Detroit’s Big Three car companies—once proud symbols of prosperity—through bankruptcy. With unprecedented access, Pulitzer Prize winner Paul Ingrassia takes us from factory floors to small-town dealerships to Detroit’s boardrooms to the White House. Ingrassia answers the big questions: Was Detroit’s self-destruction inevitable? Why did Japanese automakers manage American workers better than the American companies themselves did? Complete with a new Afterword providing fresh insights into the continuing upheaval in the auto industry—the travails of Toyota, the revolving-door management and IPO at General Motors, the

unexpected progress at Chrysler, and the Obama administration's stake in Detroit's recovery—Crash Course addresses a critical question: America bailed out GM, but who will bail out America? With an updated Afterword by the author Praise for Crash Course "In order to understand just how much of a mess it was—not to mention how it got that way and how, if at all, it can be cleaned up—you really need to read Crash Course."—The Washinton Post "Ingrassia tells Detroit's story with economy, vigour and restrained fury."—The Economist "A delightful mix of history and first-person reporting . . . Employing superb storytelling skills, Ingrassia explains in head-shaking detail the elements of a wholly avoidable collision."—Kirkus Reviews (starred review)

Adventures of a White-collar Man - Alfred Pritchard Sloan 1941

Organization - John Child 1984-02-28

This textbook provides a clear and readable introduction to the subject. It deals with organizational design, its contribution to performance, and the problems and issues involved in organizational change. This text assumes little academic knowledge, and some familiarity with work in organizations. It is of real use to decision makers, and to those in management education, both teachers and students.

My Years with General Motors - Alfred Sloan 1990-10-01

My Years with General Motors became an instant bestseller when it was first published in 1963. It has since been used as a manual for managers, offering personal glimpses into the practice of the "discipline of management" by the man who perfected it. This is the story no other businessman could tell—a distillation of half a century of intimate leadership experience with a giant industry and an inside look at dramatic events and creative business management. Only a handful of business

books have reached the status of a classic, having withstood the test of over fifty years' time. Even today, Bill Gates praises *My Years with General Motors* as the best book to read on business, and *Business Week* has named it the number one choice for its "bookshelf of indispensable reading."

Billy, Alfred, and General Motors - William Pelfrey 2006
"Painstakingly researched, the book sheds new light on how the divergent approaches of Durant and Sloan were destined to forge an entirely new business archetype, one that would become (and today remains) a global standard."-- Jacket.

The Sack of Detroit - Kenneth Whyte 2021-06-01
"Vigorous, provocative... The Sack of Detroit is compelling, bold and stylishly written."
—Barbara Spindel, *The Wall Street Journal* A provocative, revelatory history of the epic rise—and unnecessary fall—of the U.S. automotive industry, uncovering the vivid story of innovation, politics, and business that led to a sudden,

seismic shift in American priorities that is still felt today, from the acclaimed author of *Hoover* In the 1950s, America enjoyed massive growth and affluence, and no companies contributed more to its success than automakers. They were the biggest and best businesses in the world, their leadership revered, their methods imitated, and their brands synonymous with the nation's aspirations. But by the end of the 1960s, Detroit's profits had evaporated and its famed executives had become symbols of greed, arrogance, and incompetence. And no company suffered this reversal more than General Motors, which found itself the main target of a Senate hearing on auto safety that publicly humiliated its leadership and shattered its reputation. In *The Sack of Detroit*, Kenneth Whyte recounts the epic rise and unnecessary fall of America's most important industry. At the center of his absorbing narrative are the titans of the automotive world but also the crusaders of safety, including

Ralph Nader and a group of senators including Bobby Kennedy. Their collision left Detroit in a ditch, launched a new era of consumer advocacy and government regulation, and contributed significantly to the decline of American enterprise. This is a vivid story of politics, business, and a sudden, seismic shift in American priorities that is still felt today.

The Cars of Harley Earl -

David W Temple 2016-05-16

At 6-foot, 3-inches tall, Harley Earl was an imposing figure, but his true stature lies in his towering talent for automotive design and styling. Over his 50-year career, he created as well as collaborated on the most innovative, bold, technologically advanced cars made by General Motors. As a titan of American auto design, the cars he helped create are still celebrated today. And as an enduring legacy, he inspired a generation of engineers, designers, and stylists. Veteran automotive historian David W. Temple has researched and unearthed the complete story

of Harley Earl's cars, his notable design achievements, and many accolades. Working as a coachbuilder at his father's Earl Automotive Works in Hollywood, California, the young Earl learned his trade. After styling the 1927 LaSalle for GM president Alfred P. Sloan, Earl rose to prominence and ran the newly created department of Art and Color. Automobile design stagnated during the Depression and World War II, but the number of his contributions to the automotive world in the 1950s is staggering. When the jet age hit, he fully embraced aviation design and infused it into GM cars. The Buick Y-Job and GM Le Sabre featured many firsts in automotive design and hardware. The Y-Job's fender extensions trailing over the doors, disappearing headlamps, flush door handles, a metal cover over the convertible top were a few innovations. When General Motors needed to show off its cars and technology, Harley Earl-designed cars were the stars of the Motorama show

that toured the country from 1949 to 1961. He led the team that created the 1953 Corvette, and this iconic American sports car is still going strong today. He was involved in the creation of the 1955-1957 Chevy Bel Air, otherwise known as the Tri-Five Chevy. Harley Earl's drive toward bold and innovative design spurred American car design during the mid-twentieth century. His distinctive designs defined the 1950s finned cars and set American automotive design on the path it has followed into the modern era. With this in-depth examination, you learn the inside story of these remarkable cars and the man behind them. It's an essential addition to any automotive library.

The 1997 Masters - Tiger Woods 2017-03-20
NEW YORK TIMES
BESTSELLER Now for the first time, Tiger Woods reflects on his record-setting win at the 1997 Masters -- both on and off the course. In 1997, Tiger Woods was already among the most-watched and closely

examined athletes in history. But it wasn't until the Masters Tournament that his career would definitively change forever. Woods, then only 21, won the Masters by a historic 12 shots, which remains the widest margin of victory in the tournament's history, making it an iconic moment for him and sports. Now, 20 years later, Woods is ready to explore his history with the game, how it has changed over the years, and what it was like winning such an important event. With never-before-heard stories, this book provides keen insight from one of the game's all-time greats. Praise for *The 1997 Masters* "Woods writes with absorbing focus and profound emotion." -Publishers Weekly "A vivid and ultimately satisfying read." - Bookpage "As vivid on the printed page as it was in person." - GolfDigest "Provides a rare perspective of golf played at the highest level." -Kirkus Atlas Shrugged - Ayn Rand 2005-04-21
Peopled by larger-than-life heroes and villains, charged

with towering questions of good and evil, *Atlas Shrugged* is Ayn Rand's magnum opus: a philosophical revolution told in the form of an action thriller—nominated as one of America's best-loved novels by PBS's *The Great American Read*. Who is John Galt? When he says that he will stop the motor of the world, is he a destroyer or a liberator? Why does he have to fight his battles not against his enemies but against those who need him most? Why does he fight his hardest battle against the woman he loves? You will know the answer to these questions when you discover the reason behind the baffling events that play havoc with the lives of the amazing men and women in this book. You will discover why a productive genius becomes a worthless playboy...why a great steel industrialist is working for his

own destruction...why a composer gives up his career on the night of his triumph...why a beautiful woman who runs a transcontinental railroad falls in love with the man she has sworn to kill. *Atlas Shrugged*, a modern classic and Rand's most extensive statement of Objectivism—her groundbreaking philosophy—offers the reader the spectacle of human greatness, depicted with all the poetry and power of one of the twentieth century's leading artists.

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