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an in depth hard hitting account of the mistakes miscalculations and myopia that have doomed america s automobile industry in the 1990s detroit s big three automobile companies were riding high the introduction of the minivan and the suv had revitalized the industry and it was widely believed that detroit had miraculously overcome the threat of foreign imports and regained its ascendant position as micheline maynard makes brilliantly clear in the end of detroit however the traditional american car industry was in fact headed for disaster maynard argues that by focusing on high profit trucks and suvs the big three missed a golden opportunity to win back the american car buyer foreign companies like toyota and honda solidified their dominance in family and economy cars gained market share in high margin luxury cars and in an ironic twist soon stormed in with their own sophisticatedly engineered and marketed suvs pickups and minivans detroit suffering from a good enough syndrome and wedded to ineffective marketing gimmicks like rebates and zero percent financing failed to give consumers what they really wanted reliability the latest technology and good design at a reasonable cost drawing on a wide range of interviews with industry leaders including toyota s fujio cho nissan s carlos ghosn chrysler s dieter zetsche bmw s helmut panke and gm s robert lutz as well as car designers engineers test drivers and owners maynard presents a stark picture of the culture of arrogance and insularity that led american car manufacturers astray maynard predicts that by the end of the decade one of the american car makers will no longer exist in its present form

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this book provides a unique historical and

qualitative review of ten foreign automakers with plants in developed north america from their early beginnings to their export entry into north america it seeks to expand the knowledge of american and canadian policymakers pursuing a new foreign motor vehicle assembly plant or foreign direct investment this book assesses the transferability of japanese style management and production systems to 81 factories in north america owned by japanese companies all of the book s investigations are based on an original methodology hybridization analysis which quantifies the degree to which features of the japanese system have been transplanted using an elaborate checklist and scoring system with its wealth of data it should serve as a handy reference volume to anyone interested in the issue of international management and the impact of globalization upon production models

contents 024 r c impression ktm 640 lc4 supermoto 640 duke moto guzzi v750 breva060 the rumbling of 4cylinder 4works z2070 r c interview ceo 075 catch up shoei x eleven daijiro memorial model ceptoo tigcraft aprilia rsv1000 mille custom complete083 buell140 ciao italiana145 ii r c 8 146 special tt f1 152 honda hobio 154 161 present162 grand rrix news164 race watch168 foggy petronas fp1 178 event report 18th taste of freelance ktm festival corsa di moda 2003 the street 1999 18 20 10 20 first contact eqs gt id 4 gtx road impression sf90 q5 long drive xc60 manda la this book provides a theoretical framework to explain the formation and growth of economic agglomerations and industrial clusters from the viewpoint of spatial economics and goes on to present current examples of clustering and policy in different economies the uaw s southern gamble is the first in depth assessment of the united auto workers efforts to organize foreign vehicle plants daimler chrysler mercedes benz nissan and volkswagen in the american south since 1989 an era when union membership declined precipitously stephen j silvia chronicles transnational union cooperation between the uaw and its counterparts in brazil france germany and japan and documents the development of employer strategies that have proven increasingly effective at thwarting unionization silvia shows that when organizing unions must now fight on three fronts at the worksite in the corporate boardroom and in the political realm the uaw s southern gamble makes clear that the uaw s failed campaigns in the south can teach hard won lessons about challenging the structural and legal roadblocks to union participation and effectively organizing workers within and beyond the auto industry 5 247 i fax fax e mail boi iso 11 1000 interview nhk sns

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an in depth hard hitting account of the mistakes miscalculations and myopia that have doomed america s automobile industry in the 1990s detroit s big three automobile companies were riding high the introduction of the minivan and the suv had revitalized the industry and it was widely believed that detroit had miraculously overcome the threat of foreign imports and regained its ascendant position as micheline maynard makes brilliantly clear in the end of detroit however the traditional american car industry was in fact headed for disaster maynard argues that by focusing on high profit trucks and suvs the big three missed a golden opportunity to win back the american car buyer foreign companies like toyota and honda solidified their dominance in family and economy cars gained market share in high margin luxury cars and in an ironic twist soon stormed in with their own sophisticatedly engineered and marketed suvs pickups and minivans detroit suffering from a good enough syndrome and wedded to ineffective marketing gimmicks like rebates and zero percent financing failed to give consumers what they really wanted reliability the latest technology and good design at a reasonable cost drawing on a wide range of interviews with industry leaders including toyota s fujio cho nissan s carlos ghosn chrysler s dieter zetsche bmw s helmut panke and gm s robert lutz as well as car designers engineers test drivers and owners maynard presents a stark picture of the culture of arrogance and insularity that led american car manufacturers astray maynard predicts that by the end of the decade one of the american car makers will no longer exist in its present form

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this book provides a unique historical and qualitative review of ten foreign automakers with plants in developed north america from their early beginnings to their export entry into north america it seeks to expand the knowledge of american and canadian policymakers pursuing a new foreign motor vehicle assembly plant or foreign direct investment

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this book provides a theoretical framework to explain the formation and growth of economic agglomerations and industrial clusters from the viewpoint of spatial economics and goes on to present current examples of clustering and policy in different economies

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the uaw s southern gamble is the first in depth assessment of the united auto workers efforts to organize foreign vehicle plants daimler chrysler mercedes benz nissan and volkswagen

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The Flowchart Approach to Industrial Cluster Policy

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