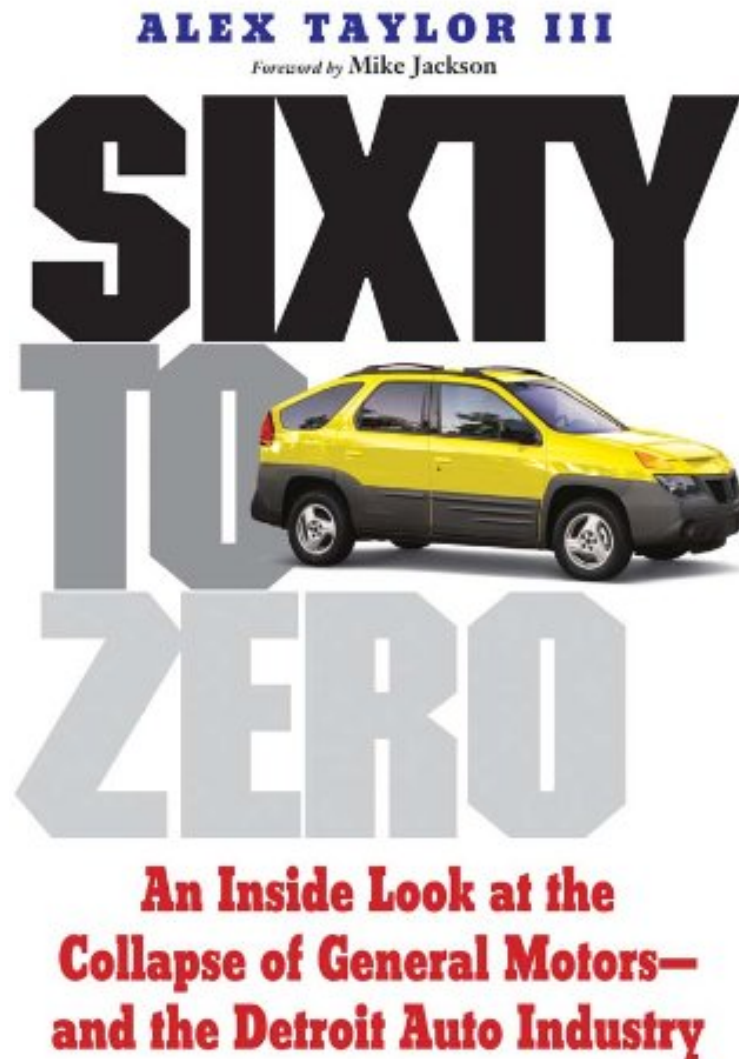


# Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry

*Alex Taylor*

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**Alex Taylor : Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry:

1 of 1 people found the following review helpful. The book is an interesting read and easy like a magazine articleBy Shaun RutherfordThe book is an interesting read and easy like a magazine article. I've previously read books like

"Once Upon a Car" by Bill Vlasic, "An American Icon" by Bryce Hoffman, "Crash Course" and "Engines of Change" by Paul Ingrassia, and others by Bob Lutz, etc. This work is not as in-depth as those, but it makes it easy to understand some of the issues in the auto industry. It was a read that kept my attention and got me enthusiastic learning about the histories of the auto industry, not to mention providing a different view of GM's situation. That said, it does not mention some of the other causes of GM's plight, such as externalities. Also, those who are interested in only GM would do better to read Bob Lutz' "Car Guys vs Bean Counters," as it sheds light on the positive side of the old GM. 0 of 0 people found the following review helpful. GM's History is Sad By Mark O'Connor Reading about the history of GM is sad because it shows how large bureaucratic organizations can't move quickly. GM couldn't design and make cars profitably for 20 years because of engineering and design flaws. They were trapped by the UAW. It shows how bankruptcy was their only choice. 0 of 0 people found the following review helpful. Must read for students of business planning By James J. Smith Well written expose on the problems within the auto industry, from a viewpoint that makes the issues clear to understand. His knowledge of the industry is unquestionable, and he applies criticism equally and with supporting evidence. I especially appreciated his including the issues with others in the Big Three, it verifies that the industry as a whole is culpable. This book can easily be cited as an excellent text on the failures of businesses to plan and execute, and more importantly that oftentimes the wrong people are put in places where the damage done is significant. Nicely done!

The collapse of General Motors captured headlines in early 2009, but as Alex Taylor III writes in this in-depth dissection of the automaker's undoing, GM's was a meltdown forty years in the making. Drawing on more than thirty years of experience and insight as an automotive industry reporter, as well as personal relationships with many of the leading players, Taylor reveals the many missteps of GM and its competitors: a refusal to follow market cues and consumer trends; a lack of follow-through on major initiatives; and a history of hesitance, inaction, and failure to learn from mistakes. In the process, he provides lasting lessons for every executive who confronts the challenges of a changing marketplace and global competition. Yet Taylor resists condemning GM's leadership from the privileged view of hindsight. Instead, his account enables the reader to see GM's decline through the eyes of an insider, with the understanding that corporate decision-making at a company as large as General Motors isn't as simple as it may seem. Taylor's book serves as a marvelous case study of one of the United States' premier companies, of which every American quite literally now holds a share.

A cogent kick-the-tires account of a disaster that was 40 years in the making. A gifted writer, Taylor is also refreshingly candid about himself as well as GM. . . . His book is informative and fun to read. —Glenn C. Altschuler, NPR's Books Webpage Like