

[PDF] The End Of Detroit: How The Big Three Lost Their Grip On The American Car Market

Micheline Maynard - pdf download free book



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Author: Micheline Maynard

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Description:

From Publishers Weekly Not too long ago, Detroit-made vehicles manufactured in the U.S. were the most popular and bestselling cars. That is no longer the case, and Maynard, a reporter for the New York Times, explains how the automobile industry is now led by such companies as Toyota and

Honda. She explains the various reasons for the diminished power of domestic car makers including the introduction of new, more appealing models and light trucks. Maynard writes, "With the exception of Toyota and its expansive lineup, none of the import companies has designs on meeting Detroit head-on in every segment where it competes.... They can be successful by fixing their targets and taking away markets, one by one." She cites BMW and Hyundai as two companies who know their markets very well and have solid brand images. Based on Maynard's interviews with executives and employees of many car companies, foreign and domestic, she shows how the foreign companies were repeatedly more innovative and strategic in their efforts to win over American consumers. Toyota, for example, built car plants in the U.S. and trained local employees, including Spanish-speaking workers, who would later be able to work in Toyota plants in Mexico, South America and elsewhere. The reporting is solid, but the writing is occasionally dull. Still, this is an intriguing if somewhat gloomy view of the American car business.

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Review

Acclaim for *The End of Detroit*

"[A] well-researched and passionate examination of contemporary culture, automotive and otherwise."

—*Boston Globe*

"Comprehensive . . . Maynard builds a persuasive case with layers of detail."

—*BusinessWeek*

"Maynard's crisply written book coolly analyzes the causes of the latest fall of Detroit."

—*The Economist*

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