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Micheline Maynard

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Micheline Maynard : The End of Detroit: How the Big Three Lost Their Grip on the American Car Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised The End of Detroit: How the Big Three Lost Their Grip on the American Car Market:

0 of 0 people found the following review helpful. Good to read in conjunction with other/later auto industry histories/critiques By Dave from the States In some ways, I expected more out of "The End...", as references in "Crash Course..." led me to get the former. As other reviewers have stated, Maynard focuses mostly on the effect of the

import marques, and that is actually what I liked about this book. But there are some pretty glaring errors/omissions in "The End..." For example, Maynard rambles on on about the wonderful Toyota Production System (early in the book, then continues throughout), but doesn't credit it to Deming until she 'sort of' does with a mention on page 264. Maynard also talks about the Corolla made at NUMMI, but does not even mention the Chevy model produced at the same plant or the disparity of consumer ratings of effectively the same car. (Check out Bob Lutz' "Car Guys..." book for that; you may be surprised about how consumers' expectations prejudice quality ratings) Maynard slices dices the UAW (pages 222-224, etc.), then doubles back on that (somewhat) on page 299. Nonetheless, this book was fun to read, and the predictions/scenarios on page 230 are pretty doggone good. It was also fun to read the negative reviews from folks who read the book before 2008 on! 1 of 1 people found the following review helpful. A little disappointed By Leon Lam The title should be "Detroit and its competitors." Instead of analyzing the decline of the Motor City, Maynard focused on the import nameplates. Her study of Detroit is insightful but not well presented in the book. The latter chapters are repetitive. In general, The End of Detroit gives some good messages but its confusing writing diminishes its value. 0 of 0 people found the following review helpful. Birmingham Alabama - Detroit of the South By Mark O'Connor Learn how foreign car manufactures have changed how cars are designed and manufactured in the US. Most "import" cars are actually made in the USA. This is a great story about how Detroit complacency and United Auto Worker unions destroyed the Big Three automakers.

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.

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. Copyright 2003 Reed Business Information, Inc. 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." —Business Week "Maynard's crisply written book coolly analyzes the causes of the latest fall of Detroit." —The Economist From the Inside Flap 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.