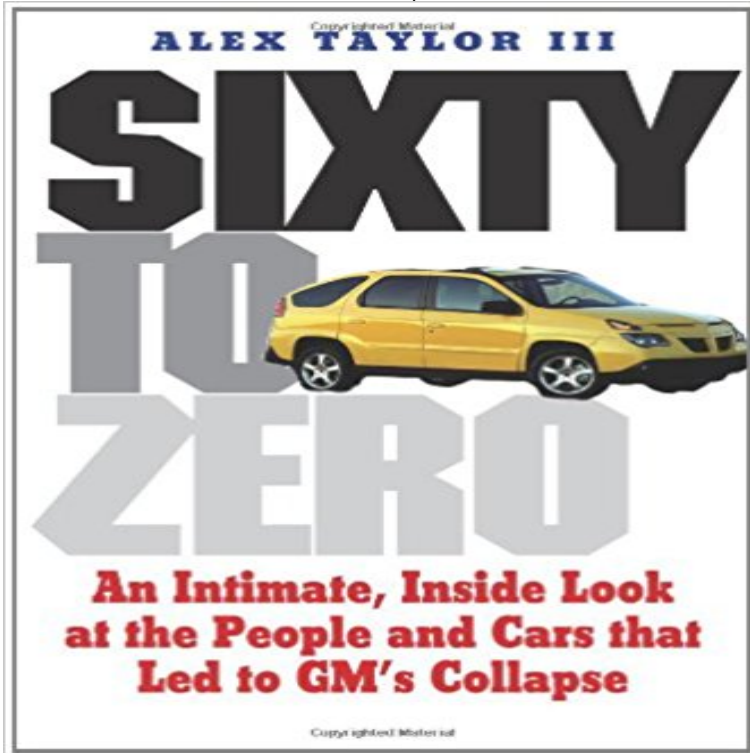


Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry



The collapse of General Motors captured headlines in early 2009, but as Alex Taylor III writes in this in-depth dissection of the automakers 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.

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General Motors and the Detroit Auto Industry (New Haven, Conn. Yale University Press, 2010), 14. **Sixty to Zero : An inside Look at the Collapse of General Motors** Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit than thirty years of experience and insight as an automotive industry reporter, **Sixty to Zero : NPR** Sixty to Zero: An Inside Look at the Collapse of General Motors - And the Detroit Auto Yale University Press, 2010 - Automobile industry and trade - 254 pages. **Book Review: Sixty To Zero By Alex Taylor III At GM, Kicking Editorial Reviews.** Review. A cogent kick-the-tires account of a disaster that was 40 years in Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry Kindle Edition. by **Sixty to Zero: An Inside Look at the Collapse of General Motors--and** Sixty to Zero. An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry. Alex Taylor III Foreword by Mike Jackson. View Inside Price:

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