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# The Worldwide Leader In Automotive Repair Information

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Shift

Strategic Leadership and Management in the Automotive Industry

China's Impact on the U. S. Automotive Industry

Surfing the Global Tide

Forging Global Fordism

Industrial Competitiveness of the Auto Parts Industries in Four Large Asian Countries

A Profile of the Global Auto Industry

Between Imitation and Innovation

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A Profile of the Automobile and Motor Vehicle Industry

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Geely Drives Out: The Rise Of The New Chinese Automaker In The Global Landscape

Non-Linear Growth

The Toyota Leaders: An Executive Guide

The automotive industry in Germany. Development of energy efficiency

Decoma International Inc. : a Leader in Automotive Plastics

Automotive Global Value Chain

Winning the Innovation Race

American Icon

Leadership and Change Management in Fiat Chrysler Automobiles

Car Guys vs. Bean Counters

The Second Automobile Revolution

ZOOM

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## **BARTLETT ASHLEY**

*Shift* Palgrave Macmillan  
Carla Bailo, CEO of the Center for Automotive Research, and Terry Barclay, CEO of Inforum, bring together over 70 of the most influential women in the automotive industry to share their insight and advice. As with their first book, *The Road to the Top*, Bailo and Barclay interview women in positions of leadership throughout the industry from suppliers, to OEMs and academia. *The Road Forward* provides insight and advice to all professionals on the impact of the COVID pandemic by sharing their thoughts of the road ahead and what changes they have experienced professionally, personally, and socially. In addition, the leaders discuss resilience, professional network maintenance and growth, personal growth, diversity and inclusion, and sustainability. *Strategic Leadership and Management in the Automotive Industry* Vertical  
Carla Bailo, CEO of the Center for Automotive Research, and Terry

Barclay, CEO of Inforum, bring together over 30 of the most influential women in the automotive industry to share their insight and advice. From suppliers to OEMs, they hail from every corner of the industry. Readers will learn how to take charge of their own careers by understanding the experiences these professionals. Topics include: • Work-Life Integration - How can you be whole at home, at work, and in the community? • Education and Lifelong Learning - Do you really need a graduate degree? • Mentor and Sponsor Relationships - How do you find mentors and sponsors and form productive relationships with them? • Career Challenges - How do you evaluate when to take career risks? How do you say yes when all the boxes aren't checked? • Resilience - Where do you find the internal fortitude to keep going? • Personal Satisfaction - What do these leaders find most joyful about their careers? *The Road to the Top is Not on the Map* features female leaders who candidly share the habits, motivations, triumphs, defeats, and lessons learned that helped them

achieve top jobs in the industry. Their insights have relevance for women at all stages in their careers, whether its young women interested in pursuing a career in the auto industry, those looking for their next strategic move, or those seeking insight and inspiration. "The women in this book share a passion for their careers and a passion for the industry. They have encountered obstacles and the occasional failure, as well as successes, but they have embraced all their earned wisdom and generously agreed to share it." Creating a book club during office hours is a great way for team members to draw upon the experiences of thought leaders. *The Road to the Top is Not on the Map* is the perfect book to start with as the leaders profiled share their experiences, and challenge readers to evaluate their own choices. Book Club Kits are available for companies wishing to start an employee Book Club. *China's Impact on the U. S. Automotive Industry* Doubleday  
Provides Chrysler's Senior Manager Bob Lutz's philosophy behind his

"seven laws" of business, explaining how that can be applied to making changes, transforming an operation, and creating a successful company.

#### Surfing the Global Tide

WestBow Press

Offers insight into the Chinese economy through the lens of the auto industry, uses case studies to illustrate China's explosive growth over the last three decades, and explores the strengths and weaknesses of the Chinese economy.

#### **Forging Global Fordism**

SAE International

"Zoom goes zero to sixty in nothing flat. It's an exciting ride into the future of the world's favorite physical object, the automobile." -Gregg Easterbrook, author of THE PROGRESS PARADOX

"Zoom offers a new way to think about cars and energy that's key to understanding the forces shaping business today. It's smart, well-informed and insightful--exactly what one would expect from two of The Economist's best journalists." -Chris Anderson, author of THE LONG TAIL "Zoom puts oil in its sights and squeezes off one telling round after another. Car lovers will see a sunny future with other fuels; OPEC a

steadily darkening twilight." -R. James Woolsey, VP, Booz Allen Hamilton; former Director of Central Intelligence "An incisive analysis of the end of the petroleum age, including all its repercussions and opportunities." -Vinod Khosla, Khosla Ventures "Oil is the problem. Cars are the solution." Those two simple sentences by the authors of Zoom define the scope of their illuminating and important book, an examination of a transformation in business and culture that is occurring before our eyes. We are living in the midst of a Great Awakening. People are seeking environmentally-sound alternatives to gas guzzlers. Detroit's reign is over. Oil companies, despite their billion-dollar profits, could be on the brink of extinction if they don't adapt. And citizens, all too aware that these industries have lobbied politicians into gridlock over energy policy, are mobilizing to support leaders who advocate new policies. In Zoom, Iain Carson and Vijay V. Vaitheeswaran, award-winning correspondents for The Economist, show why and how geopolitical and economic forces are compelling the linked

industries of oil and autos to change as never before. Drawing on years of industry research--including dozens of interviews with motor and energy executives, top policymakers, and latter-day Fords and Edisons--Carson and Vaitheeswaran explain: - How Toyota became the world's largest automaker through innovation and superior performance. - Why American politicians have, for decades failed to address our energy issues and global warming--and how grassroots movements, along with individual entrepreneurs, innovators, and outsiders, are making real reform possible. -How these Green revolutionaries are creating new products powered by hydrogen, electricity, bio-fuels, and digital technology. As political leaders debate our energy, environmental and economic future, Zoom offers a lucid and visionary portrait of what that future could be. Anyone planning to vote will find compelling truth in its assertions and conclusions.

*Industrial Competitiveness of the Auto Parts Industries in Four Large Asian*

*Countries* Crown Currency  
 Everyone knows that Toyota has had an amazing twenty-five-year run, rising from a humble Japanese start-up to a thriving global giant. But how did it pass Ford and GM to become the world's largest auto manufacturer? And how does it continue to thrive while so many competitors are struggling and failing? Journalist David Magee dug deeply into Toyota's past and present, interviewing senior executives who rarely talk to the press, along with many other sources. The powerful lessons that he distills, especially about corporate culture, are valuable for managers in all industries. [A Profile of the Global Auto Industry](#) Crown Currency  
 Seminar paper from the year 2015 in the subject Sociology - Economy and Industry, grade: 1,0, University of Trier (Chair of Environmental and Urban Economics), course: European Environmental Economics, language: English, abstract: This paper will focus on the e-mobility and the evolution of electric vehicles and discuss environmental issues that are closely connected to the green

movement. First a brief overview of the environmental aspects, related to the topic mentioned will be given. There will be a discussion not only on those aspects on a national level but also on a European and global level. Furthermore, this text will deal with the technology of the e-mobility and focus on exploring which economic, environmental and political aspects are connected with e-mobility and environmental concerns in Germany. Additionally, an international comparison between Germany and France, and Germany and the USA will be made; to enable the reader to know where these countries stand concerning sales of electric vehicles, political action and infrastructure of e-mobility. Over the past 40 years one can observe an evolution of "environmental concern" in several areas. This transition is called an evolution from environmentalism to green. There is a shift from emphasizing environmental problems to the underlying problems with our social, economic, technical or legal system. Further, the geographical focus changes from local

problems to global issues. There has been a gradual change in the attitude towards business. From the business as the core of the problem to the business as a part of the solution to problems can be observed as well. From a marketing point of view one can observe the emerging importance of green awareness in the media during the late 80s. It is argued that a change in consumption behaviour of consumers led to the reaction of the producers. Moreover, since the early 1990s, more than 85% of the multinational companies in Europe have adapted themselves to this green movement by changing their way of production. In this connection, not just specific sectors in the European economy have been affected by this adjustment process, but almost every line of businesses. Technological change is denoted as a possible solution to some negative environmental effects. In the same context it is added that new technologies also may introduce new environmental issues, such that the strategic management towards sustainability became increasingly important. *Between Imitation and*

*Innovation* Springer  
Junk to Gold is about one man's journey from humble beginnings to unimaginable success. Willis Johnson, the founder of Copart [CPRT], offers up a personal and inspirational account of this journey to the top including lessons he learned from love, war and building a global, multi-billion dollar business. Even at the pinnacle of success, Willis remained grounded in his family-first values. His stories will inspire and provoke the entrepreneur in everyone to start building their dream.

The End of Detroit World Scientific

"One of the most acute books about management and how companies work in practice that I have read in a long time. If anyone wants to know exactly how the U.S. auto industry got into trouble, here is your guide."

—John Gapper, FINANCIAL TIMES  
When Bob Lutz got into the auto business in the early 1960s, CEOs knew that if you captured the public's imagination with innovative car design and top-quality craftsmanship, the money would follow. The "car guys" held sway, and GM dominated with bold, creative leadership and

iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put its faith in numbers and spreadsheets. Determined to eliminate the "waste" and "personality worship" of the bygone creative leaders, management got too smart for its own good. With the bean counters firmly in charge, carmakers, and much of American industry, lost their single-minded focus on product excellence and their competitive advantage. Decline soon followed. In 2001, General Motors hired Lutz out of retirement with a mandate to save the company by making great cars again. As vice chairman, he launched a war against the penny-pinching number crunchers who ran the company by the bottom line and reinstated a focus on creativity, design, and cars and trucks that would satisfy GM's customers. Lutz's commonsense lessons, combined with a generous helping of fascinating anecdotes, will inspire readers in any industry.

Future Automotive Fuels and Energy GRIN Verlag

An Inside Look at the Process of Innovation-and How to Make it Work for

your Business While the need for innovation is widely recognized, the practices that nurture it elude many executives. Winning the Innovation Race examines the three dimensions of innovation—people, processes, and technology—and provides vivid examples of practices that encourage innovation. This comprehensive book describes the forms that innovation takes in industrial organizations and how superior companies manage to sustain innovation through effective management. The practices of PACE (Premier Automotive Suppliers' Contributions to Excellence) Award-winning companies are used to illustrate how truly innovative companies make the most of their employees, how they treat product development as a "perfectible process," and how they create reward systems that build cultures of innovation. Some of the vital lessons you'll learn in this unique resource: \* The virtue of "cheap failures" \* Why organizational discomfort is needed \* The role of executive leadership \* How to sustain a culture of innovation

### Robust Optimization

Twelve

Auto industry analyst Keller believes that no nation can be great unless it has a thriving auto industry, and the world's biggest car makers--General Motors, Toyota, and Volkswagen--are fighting for their lives at the end of the 20th century. Major review attention.

Designated Drivers World Bank Publications

Examines the controversial Japanese model of lean production and its impact on work and workers in the global auto industry.

*Tesla* OUP Oxford

Abstract: Rationalization and stabilization following the Asian financial crisis of the late 1990s combined with the expansion and liberalization of regional and global trade to create significant parts industries in China, Indonesia, and the Republic of Korea. Conventional policies of stabilization and liberalization, however, cannot fully explain growth patterns. Japan and Korea grew into major players before liberalizing trade and investment, while even after extensive liberalization Indonesia has yet to move from extensive to intensive

growth. These anomalies suggest that to explain success in the auto parts industry we need to move beyond liberalization to look at policies and institutions promoting economies of scale, skill formation, quality upgrading, supplier-linkage cooperation, and innovation. In Japan, the regional and global leader, innovative assemblers led industrial development and supported key suppliers, but the government also supported diffusion of quality control techniques and new technology to small and medium enterprises, and encouraged stable employment among core employees. Korea remains weaker on both small and medium enterprise and employment fronts, but government-encouraged consolidation around a small number of business groups, an extended period of protection, and support for export promotion led to economies of scale. Liberalization of foreign investment after the financial crisis helped ameliorate the excessive statism of earlier policies and strengthened the parts industry. In China, liberalization for WTO entry, rapid expansion in

demand, and strong support by local governments encouraged a wave of foreign investment in both assembly and parts. In contrast, institutional weaknesses continue to constrain development opportunities in Indonesia.

*Junk to Gold* John Wiley & Sons

This book offers a comprehensive exploration of the transformative trajectory undertaken by Chinese domestic enterprises, with a particular focus on Geely Automobile. Comprising five chapters and totaling 13 sections, the study delves into Geely's remarkable progression from a state of catch-up to surpassing established competitors. The initial chapter chronicles Geely's entry into the automotive industry amidst resource and technological scarcity, shedding light on the strategies employed to achieve breakthroughs during the nascent stages. The subsequent section elucidates Geely's transition from a late entrant to a prominent player in the global automotive market, facilitated by innovative practices across organizational, technological, talent-

driven, quality-oriented, and cultural dimensions. The third chapter examines Geely's successful foray into globalization, offering a comprehensive analysis of its non-linear growth trajectory, overseas mergers and acquisitions, and strategic expansion efforts. The fourth part explores Geely's approach to embracing uncertainty and navigating cyclical challenges in the automotive industry, seeking determinative opportunities for future growth. Finally, the concluding chapter draws insights from Geely's non-linear growth and advances the "C theory," an enriched local innovation management framework grounded in China's unique developmental context.

*A Profile of the Automobile and Motor Vehicle Industry* Springer

The Great Race recounts the exciting story of a century-long battle among automakers for market share, profit, and technological dominance—and the thrilling race to build the car of the future. The world's great manufacturing juggernaut—the \$3 trillion automotive industry—is in the throes of a revolution.

Its future will include cars Henry Ford and Karl Benz could scarcely imagine. They will drive themselves, won't consume oil, and will come in radical shapes and sizes. But the path to that future is fraught. The top contenders are two traditional manufacturing giants, the US and Japan, and a newcomer, China. Team America has a powerful and little-known weapon in its arsenal: a small group of technology buffs and regulators from California. The story of why and how these men and women could shape the future—how you move, how you work, how you live on Earth—is an unexpected tale filled with unforgettable characters: a scorned chemistry professor, a South African visionary who went for broke, an ambitious Chinese ex-pat, a quixotic Japanese nuclear engineer, and a string of billion-dollar wagers by governments and corporations. "To explain the scramble for the next-generation auto—and the roles played in that race by governments, auto makers, venture capitalists, environmentalists, and private inventors—comes Levi Tillemann's *The Great Race...Mr.*

Tillemann seems ideally cast to guide us through the big ideas percolating in the world's far-flung workshops and labs" (*The Wall Street Journal*). His account is incisive and riveting, explaining how America bounced back in this global contest and what it will take to command the industrial future.

### **Clean Car Wars** SAE

International Car manufacturing epitomizes modern industry, yet the overall perspective has been lost in speculation and self-promotion. Based on six years of research, this book is the first in years to reassess the industry. The result is a paradigm that quantifies the fundamental economies of scale and firm organizational structure.

[Environmental Regulations and Innovation in Advanced Automobile Technologies](#) Penguin

In *Shift*, Carlos Ghosn, the brilliant, audacious, and widely admired CEO of Nissan, recounts how he took the reins of the nearly bankrupt Japanese automotive company and achieved one of the most remarkable turnarounds in automotive—and corporate—history. When Carlos Ghosn (pronounced

like “phone”) was named COO of Nissan in 1999, the company was running out of gas and careening toward bankruptcy. Eighteen short months later, Nissan was back in the black, and within several more years it had become the most profitable large automobile company in the world. In SHIFT, Ghosn describes how he went about accomplishing the seemingly impossible, transforming Nissan once again into a powerful global automotive manufacturer. The Brazilian-born, French-educated son of Lebanese parents, Ghosn first learned the management principles and practices that would shape his decisions at Nissan while rising through the ranks at Michelin and Renault. Upon his arrival at Nissan, Ghosn began his new position by embarking on a three-month intensive examination of every aspect of the business. By October 1999 he was ready to announce his strategy to turn the company around with the Nissan Revival Plan. In the plan, he consistently challenged the tradition-bound thinking and practices of Japanese business when they inhibited Nissan’s

effectiveness. Ghosn closed plants, laid off workers, broke up long-standing supply networks, and sold off marginal assets to focus on the company’s core business. But slashing costs was just the first step in Nissan’s recovery. In fact, Ghosn introduced changes in every corner of the company, from manufacturing and engineering to marketing and sales. He updated Nissan’s car and truck lineup, took risks on dynamic new designs, and demanded improvements in quality—strategies that quickly burnished Nissan’s image in the marketplace, and re-established the company in the minds of consumers as a leader in innovation and engineering. Like the best-selling memoirs of Jack Welch, Lou Gerstner, and Larry Bossidy, SHIFT is a fascinating behind-the-scenes look at what it takes to transform and re-create a world-class company. Written by one of the world’s most successful and acclaimed CEOs, SHIFT is an invaluable guide for business readers everywhere.

**The Great Race** Wayne State University Press  
Tesla Motors is undeniably one of the most exciting,

innovative, and in-the-moment companies in the automotive industry, but the company’s reach will continue expanding much wider in the coming years. From its disruptive reputation to its forward-thinking leader Elon Musk, Tesla Motors has the potential to change the world as we know it. The question is, how have they done so much so quickly, and what is their secret to success? From business professionals looking for guidance to the everyday reader who wants a sneak preview of the future, this book highlights the intricate brilliance behind one of the most fascinating companies of the moment.

### **Building Community**

**Whole Person Associates**  
A new global history of Fordism from the Great Depression to the postwar era  
As the United States rose to ascendancy in the first decades of the twentieth century, observers abroad associated American economic power most directly with its burgeoning automobile industry. In the 1930s, in a bid to emulate and challenge America, engineers from across the world flocked to Detroit. Chief among them were

Nazi and Soviet specialists who sought to study, copy, and sometimes steal the techniques of American automotive mass production, or Fordism. *Forging Global Fordism* traces how Germany and the Soviet Union embraced Fordism amid widespread economic crisis and ideological turmoil. This incisive book recovers the crucial role of activist states in global industrial transformations and reconceives the global thirties as an era of intense competitive development, providing a new genealogy of the postwar industrial order. Stefan Link uncovers the forgotten origins of

Fordism in Midwestern populism, and shows how Henry Ford's antiliberal vision of society appealed to both the Soviet and Nazi regimes. He explores how they positioned themselves as America's antagonists in reaction to growing American hegemony and seismic shifts in the global economy during the interwar years, and shows how Detroit visitors like William Werner, Ferdinand Porsche, and Stepan Dybets helped spread versions of Fordism abroad and mobilize them in total war. *Forging Global Fordism* challenges the notion that global mass production was a

product of post-World War II liberal internationalism, demonstrating how it first began in the global thirties, and how the spread of Fordism had a distinctly illiberal trajectory.

*Driving into the Future*  
Princeton University Press  
The rapid takeoff of the continent-sized national economies and the increasing expense of extraction have led to strong tensions in petrol prices and a race towards alternative driving systems. This book analyses the emergence of a second automobile revolution through the trajectories of automobile firms since the nineties.