

General Motors

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100 YEARS AND AMERICAN 100 STORIES BY GENERAL MOTORS book,GM (0530)~~The End of General Motors~~ General Motors

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General Motors

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Our Brands | General Motors

General Motors Company (GM) is an American multinational corporation headquartered in Detroit that designs, manufactures, markets, and distributes vehicles and vehicle parts, and sells financial services, with global headquarters in Detroit's Renaissance Center. It was founded by William C. Durant on September 16, 1908, as a holding company, and the present entity was established in 2009 after ...

General Motors - Wikipedia

General Motors, American corporation that was the world's largest motor-vehicle manufacturer for much of the 20th and early 21st centuries. Its major products include automobiles and trucks, automotive components, and engines. General Motor's headquarters are in Detroit. Learn more about the company's history.

General Motors | History, Deals, & Facts | Britannica

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Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, *My Years With General Motors*, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants.

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.

The General Motors Corporation was established in 1908 by William C. Durant, who combined the Buick, Oldsmobile, and Oakland companies and, later, Cadillac, to form GM. From the 1920s onwards, GM grew from a firm that accounted for about 10% of new car sales in the U.S. to become the largest producer of cars and trucks in the world. The peak of the company's power and market dominance came in the 1960s, which proved to be the decade of

change for the U.S. auto industry. With the introduction of federal safety regulations and control tailpipe emissions, GM's position as the world's largest industrial corporation changed. Its marketing strategy was undone by competitive challenges, and the business was never to be the same again. *General Motors: A Photographic History* explores the growth of the company in a series of over 200 black-and-white images. From the first assembly line to post-Second World War recovery, images from the world auto shows and the consequent re-organization of GM take the reader on an intriguing visual tour of a tremendously important era in the industrialization of America.

Studies the most significant American labor conflict of the 20th century

Annotation A former General Motors executive tells the dramatic, colourful story of Billy Durant and Alfred Sloan, who founded and led one of the most powerful companies in North America. Durant, a dreamer, gambler and adulterer, got GM started with his deal-making abilities, while Sloan, the intellectual and expert on strategy, made it into the huge success it is today. Pelfrey had access to GM archives, and here he chronicles the ups and downs of both men and the company from the 1870s to the present day. Illustrated with 41 photos, the book also examines the start and growth of the automobile industry, including vivid portraits of such key players as Ford, Buick, Leland, Nash and Olds.

The New York Times bestselling author of *Bitter Brew* chronicles the birth and rise to greatness of the American auto industry through the remarkable life of Harley Earl, an eccentric six-foot-five, stuttering visionary who dropped out of college and went on to invent the profession of automobile styling, thereby revolutionized the way cars were made, marketed, and even imagined. Harley Earl's story qualifies as a bona fide American family saga. It began in the Michigan pine forest in the years after the Civil War, traveled across the Great Plains on the wooden wheels of a covered wagon, and eventually settled in a dirt road village named Hollywood, California, where young Harley took the skills he learned working in his father's carriage shop and applied them to designing sleek, racy-looking automobile bodies for the fast crowd in the burgeoning silent movie business. As the 1920s roared with the sound of mass manufacturing, Harley returned to Michigan, where, at GM's invitation, he introduced art into the rigid mechanics of auto-making. Over the next thirty years, he functioned as a kind of combination Steve Jobs and Tom Ford of his time, redefining the form and function of the country's premier product. His impact was profound. When he retired as GM's VP of Styling in 1958, Detroit reigned as the manufacturing capitol of the world and General Motors ranked as the most successful company in the history of business. Knoedelseder tells the story in ways both large and small, weaving the history of the company with the history of Detroit and the Earl family as Fins examines the effect of the automobile on America's economy, culture, and national psyche.

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