

---

# General Motors

---

Sit-down: the General Motors Strike of 1936-1937

Fins

Billy Durant

The Investigation of Ralph Nader

American Wheels, Chinese Roads

My Years With General Motors

General Motors World

The Turning Wheel the Story of General Motors, Through Twenty-Five Years  
1908-1933 (Classic Reprint)

Sixty to Zero

Annual Report of General Motors Corporation

Evans V. General Motors Corporation

Surviving Transformation

On a Global Mission: The Automobiles of General Motors International Volume 3

Where Today Meets Tomorrow

General Motors

The Sack of Detroit

Why GM Matters

General Motors World

Taking on General Motors

The Turning Wheel - The story of General Motors through twenty-five years  
1908-1933

Surviving General Motors with Multiple Sclerosis

General Motors in the 20th Century

A History of General Motors

Heinemann, Jr. V. General Motors Corporation

On a Global Mission

Rude Awakening

The Dream Maker: William C. Durant, Founder of General Motors

On a Clear Day You Can See General Motors

Billy, Alfred, and General Motors

General Motors, the First 75 Years

General Motors

Annual Report

The Complete History of General Motors, 1908-1986

On a Global Mission: The Automobiles of General Motors International Volume 3

My Years With General Motors and Other Stories

General Motors Engineering Journal

Surviving General Motors with Multiple Sclerosis and Corruption in the Michigan  
Judicial System

General Motors, 1975

Putting Progress Through Its Paces

General  
Motors

Downloaded  
from  
[business.itu.edu](http://business.itu.edu)  
by guest

## PAGE KODY

*Sit-down: the General  
Motors Strike of  
1936-1937*

AMACOM/American  
Management Association  
For years, I was a proud  
employee of General  
Motors. I loved my work  
as a Journeyman  
Electrician. Unfortunately,  
my work was transformed  
into a horror story when I  
was assigned to Pontiac  
Assembly Center. There, I  
was routinely bullied,  
harassed, and threatened  
by co-workers and  
supervisors. When I asked  
GM management for help,  
they responded by  
aligning themselves with  
my persecutors. I was  
threatened with physical  
violence, stalked, denied  
safety rights, forced to do  
work others were  
unwilling to do, and  
refused medical  
treatment. I was removed  
from a coveted job by a  
Superintendent, who cited  
my MS condition,  
blatantly ignoring rights  
afforded under ADA. I was  
called "Black Nigger  
Bitch". There were  
pictures posted about the  
plant, where I was  
depicted as "ROADKILL".  
KKK style nooses were  
hung in the plant. A

General Foreman pressed  
his face close to mine and  
said, "I can't promise you  
you're going to live the  
next few minutes." I next  
turned to the justice  
system for help. When my  
case went before a Circuit  
Court Judge, he swiftly  
and willfully granted  
summary disposition  
judgments in GM's favor.  
Undaunted, I began my  
own investigation. In  
doing so, I discovered that  
108 pages of my  
deposition had  
disappeared. I uncovered  
a letter from a GM  
executive threatening a  
union official who planned  
on helping me. My lawyer  
lied to me about having  
filed an appeal. Where is  
the justice when a court  
of law condones this as  
acceptable behavior in a  
civilized society? How can  
America hold itself out as  
a free and just society  
that other countries would  
choose to emulate?  
Should corporate entities  
such as GM be allowed to  
not only bend the law, but  
to break the law? How  
and why could such  
travesty have been  
allowed to occur?  
**Fins** University of  
Michigan Press  
Volume One traces the  
history of Opel and  
Vauxhall separately from  
inception through to the  
1970s and thereafter

collectively to 2015.  
Special attention is  
devoted to examining  
innovative engineering  
features and the role Opel  
has taken of providing  
global platforms for GM.  
Each model is examined  
individually and  
supplemented by  
exhaustive supporting  
specification tables. The  
fascinating history of Saab  
and Lotus begins with  
their humble beginnings  
and examines each model  
in detail and looks at why  
these unusual marques  
came under the GM  
Banner. Included is a  
penetrating review of  
Saab through to its  
unfortunate demise.  
Volume Two examines  
unique models and  
variations of Chevrolet  
and Buick manufactured  
in the Southern  
Hemisphere and Asia but  
never offered in North  
America. Daewoo, Wuling  
and Baojun are other  
Asian brands covered in  
detail. This volume  
concludes with recording  
the remarkable early  
success of Holden and its  
continued independence  
through to today. Volume  
Three covers the smaller  
assembly operations  
around the world and the  
evolution of GM's export  
operations. A brief history  
of Isuzu, Subaru and  
Suzuki looks at the three

minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

*Billy Durant* AuthorHouse “Billy Durant (1861-1947) put together General Motors, model by model, and twice lost it — to the bankers and the engineers, and to ego. It’s a big, meaty, broadly suggestive story that Bernard Weisberger tells — properly qualified and documented — to rescue Durant from the ‘oblivion which is the price of failure in America.’ Durant’s fate, it appears, was in his stars. His energy and drive came from maternal grandfather Henry Howland Crapo, midwest magna-merchant, first citizen of Flint, and twice Michigan’s governor. The failure — dreaded and repeatedly — was that of his wastrel father. Leaving school young, he quickly ‘unveiled his true, shining gift, which was

salesmanship’ — but not of the conventional, glad-handing sort; rather, he conveyed his own faith in the product, opening new vistas for the customer. The problem, to find a worthy product — or to make one — was solved with the appearance of a simple cart, mounted on ingenious springs, that didn’t jounce. Within hours Durant had bought out the cart ‘factory,’ raised the necessary money, and acquired a partner — the first of the exceptionally able associates (Nash, Champion, Kettering, Chrysler, Sloan) whom he fired with his dreams. The crucial jump into auto production — ‘a whole new physical and economic landscape’ — came with the foundering Buick; and it was then that Durant discovered, critically, the ability to raise money in the stock market from the sale of nebulous assets. As Durant goes on by this means to incorporate GM, to add a parts division, to diversify (‘Frigidaire’ was his name and baby too), Weisberger returns intermittently to his dual nature — the empire-builder impatient of routine and detail. But it was also pride that he’d proven himself not his

father’s son that brought Durant down — for he lost GM the second time by trying single-handedly, in 1929, to prop up the tottering market for its stocks; and this madness the Morgans and Du Ponts could not excuse. Nothing, however, becomes Durant more than his failure to admit defeat; after the collapse of another auto company, launched under his name, he returned to Flint to set up, foresightedly, a respectable bowling alley. His ‘pathetic dignity and courage’ cap a memorable personal portrait far above the business-biography norm.” — Kirkus “Billy Durant deserved a good biography, and he got one... Weisberger has... collect[ed] every scrap of information that could be found and [put] it together in a complete picture of Durant and his work. It gives the first comprehensive account of his family background and private life... A variety of interesting figures appear, some well-known, others now forgotten — Alfred P. Sloan, Pierre Du Pont, John J. Raskob, Charles W. Nash, Walter Chrysler, Louis Chevrolet, David D. Buick. Each has a biographical sketch. Durant himself is

appraised remarkably dispassionately, good points and bad, from his ability to see the great opportunities in the automobile industry to speculative mania that ultimately destroyed him... [Durant] emerges in this book very much like the protagonist in a Greek tragedy. He rose high and fell far because his great talents were offset by equally great flaws... Billy Durant could make dreams. He just could not make them come true." — The Washington Post "[A] monumental work... Weisberger, ha[s]... painstakingly explored and researched America's greatest success story." — The Lantern (Columbus, Ohio)

The Investigation of Ralph Nader Yale University Press  
Studies the most significant American labor conflict of the 20th century

**American Wheels, Chinese Roads** Crown  
How could one company—General Motors—meet disaster on one continent and achieve explosive growth on another at the very same time? While General Motors was hurtling towards bankruptcy in 2009, GM's subsidiary in China was setting new

sales and profit records. This book reveals how extraordinary people, remarkable decisions and surprising breaks made triumph in China possible for General Motors. It also shows just how vulnerable that winning track record remains. No small part of GM's success in China springs from its management of shifting business and political relationships. In China, the government makes the rules for—and competes in—the auto industry. GM's business partner, the City of Shanghai, is both an ally and a competitor. How does such an unnatural relationship work on a day-to-day basis? Where will it go on the future? General Motors also engages in constant battles with other global and Chinese car makers for the hearts of demanding Chinese consumers. Dunne gives us rare glimpses into the mindsets and behavior of this new moneyed set, the world's newest class of wealthy consumers. China is already the number one car market in the world. During the next ten years, China will export millions of cars and trucks globally, including to the United States. *American Wheels, Chinese Roads*

presents readers with fascinating illustrations of what to expect when Chinese cars, companies, and business people arrive on our shores. *My Years With General Motors* AuthorHouse  
"Vigorous, provocative... The Sack of Detroit is compelling, bold and stylishly written."  
—Barbara Spindel, *The Wall Street Journal* A provocative, revelatory history of the epic rise—and unnecessary fall—of the U.S. automotive industry, uncovering the vivid story of innovation, politics, and business that led to a sudden, seismic shift in American priorities that is still felt today, from the acclaimed author of *Hoover* In the 1950s, America enjoyed massive growth and affluence, and no companies contributed more to its success than automakers. They were the biggest and best businesses in the world, their leadership revered, their methods imitated, and their brands synonymous with the nation's aspirations. But by the end of the 1960s, Detroit's profits had evaporated and its famed executives had become symbols of greed, arrogance, and incompetence. And no

company suffered this reversal more than General Motors, which found itself the main target of a Senate hearing on auto safety that publicly humiliated its leadership and shattered its reputation. In *The Sack of Detroit*, Kenneth Whyte recounts the epic rise and unnecessary fall of America's most important industry. At the center of his absorbing narrative are the titans of the automotive world but also the crusaders of safety, including Ralph Nader and a group of senators including Bobby Kennedy. Their collision left Detroit in a ditch, launched a new era of consumer advocacy and government regulation, and contributed significantly to the decline of American enterprise. This is a vivid story of politics, business, and a sudden, seismic shift in American priorities that is still felt today.

**General Motors World**  
Wiley

Face it: Buffy Summers would rate a little bit lower on the pop-culture barometer were it not for all those fierce monsters who insist on coming after her every week and make her look good. Astutely recognizing this unavoidable truth, Christopher Golden --

whose national bestseller *Buffy the Vampire Slayer: The Watcher's Guide* won critical acclaim (Fans will suck this tome dry, raved *Entertainment Weekly*) -- has joined up with a pair of writer-artists to create a fascinating keepsake for Buffy's hard-core fans. Crack open the official *Buffy the Vampire Slayer: The Monster Book* -- and take an insider's journey through the mythological, literary, historical, and cultural inspirations behind the monsters of Sunnydale. The authors illuminate all the dirt on vampires, werewolves, witches, ghouls, and more. The *Monster Book* also features exclusive interviews with series creator Joss Whedon, and the production team's Emmy-nominated makeup artist, and stunt man. [The Turning Wheel the Story of General Motors, Through Twenty-Five Years 1908-1933 \(Classic Reprint\)](#) FriesenPress

Comprehensively records GM's contribution to the automobile, with pictures and commentary.

**Sixty to Zero**

Bloomsbury Publishing  
USA

The *Encyclopedia of Selling Cars* is the complete "How to" be successful guide for the

automobile industry and sales in general.

Everything from mindset techniques to the step by step processes of professional selling is covered. Ted Lindsay brings to you a simple yet dynamic "How to" based on his hands on 34 years of experience observing and taking notes on what makes the most successful, successful. Get ready to learn and grow both personally and professionally. It's fun to read. You'll have a blast as you gain the knowledge that can enable you to become a true sales professional. Let's get going.

**Annual Report of General Motors**

**Corporation** eNet Press

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.

[Evans V. General Motors Corporation](#) Plunkett Lake

Press  
 What does classical philosophy have to offer modern business? Nothing less than the secrets to building great morale and productivity in any size organization. This is the message that Tom Morris will deliver this year to thousands of executives of leading companies such as Merrill Lynch, Coca Cola, Bayer, and Northwestern Mutual Life. In *If Aristotle Ran General Motors*, Morris, who taught philosophy at Notre Dame for fifteen years, shares the knowledge that he garnered from a lifetime of studying the writings and teachings of history's wisest thinkers and shows how to apply their ideas in today's business environment. Although he frequently draws on the wisdom of Aristotle, Morris also finds inspiration in the teachings of a wide array of thinkers from many different traditions and eras. Throughout these pages we're invited to pause and consider the words of Confucius, Seneca, Saint Augustine, Ralph Waldo Emerson, Abraham Lincoln, and many others. By looking at the inside workings of various kinds of businesses-- from GE to Tom's of Maine-- Morris

shows why any company that is serious about attaining true excellence must adhere to four timeless virtues first identified by Aristotle more than two thousand years ago: Truth, Beauty, Goodness, and Unity. Morris makes clear that the most successful companies encourage a corporate culture that ensures that all interactions among colleagues, employees, management, bosses, clients, customers, and suppliers are infused with dignity and humanity. Moreover, the book provides clearly stated strategies for how everyone who works can make these qualities the foundation for their everyday business (and personal) lives. In *If Aristotle Ran General Motors* presents the most compelling case of any book yet written for a new ethics in business and for a workplace where openness and integrity are the rule rather than the exception. It offers an optimistic vision for the future of leadership and a plan for reinvigorating the soul back into our professional lives. *Surviving Transformation* Knopf  
 An interesting account of how one of the most

important corporations in America was really managed in the 1970s.  
**On a Global Mission: The Automobiles of General Motors International Volume 3**  
 Forgotten Books  
 Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo, Wuling and Baojun are other Asian brands covered in

detail. This volume concludes with recording the remarkable early success of Holden and its continued independence through to today. Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations. A brief history of Isuzu, Subaru and Suzuki looks at the three minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

*Where Today Meets Tomorrow* Arcadia Publishing

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. General Motors HarperCollins Publishers Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo, Wuling and Baojun are other Asian brands covered in detail. This volume

concludes with recording the remarkable early success of Holden and its continued independence through to today. Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations. A brief history of Isuzu, Subaru and Suzuki looks at the three minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

The Sack of Detroit Xlibris Corporation

On a Global Mission: The Automobiles of General Motors International Volume 3 FriesenPress

### **Why GM Matters**

HarperCollins 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. Harleys 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. Knodelseder 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. *General Motors World* Avon Books

In November, GM CEO Rick Wagoner appeared before Congress to ask for \$25 billion to bail out the struggling Big Three automakers. To critics like Thomas Freidman and Mitt Romney, it was a sign that the American auto industry should be led out to pasture; if the Japanese are better at making cars, they said, then we should let them do it. To defenders, the loss of the country's largest manufacturing sector would be an incomprehensible disaster. Nearly every day, the debate rages on the op-ed pages. Billions of dollars and millions of jobs hang in the balance. In *Why GM Matters*, William Holstein goes deep inside GM to show what's really happening at the country's most iconic

corporation. Where critics say that GM has sat on its hands while the market changed, Holstein demonstrates that GM has already radically retooled its entire operation, from manufacturing and cost structure to design. Where pundits say we'd be better off without GM, he shows how inextricably linked GM and the nation's economy still are: The country's largest private buyer of IT, the world's largest buyer of steel, the holder of pensions for 780,000 Americans, GM accounts for a full 1 percent of our country's GDP. A dollar spent on GM has profoundly different consequences from a dollar spent on Toyota. Following a diverse cast of characters-from Rick Wagoner, the controversial CEO, to design director Bob Boniface, to Linda Flowers, a team leader on the line in Kansas City-Holstein examines the state of GM's health and builds a persuasive argument that GM is essential to our nation's well-being and, with the right economic climate, ready to compete with Toyota as one of the biggest global automakers. [Taking on General Motors](#)



Henry Holt and Company  
 “ ...GENERAL MOTORS in 1933 reached its twenty-fifth milestone. Since the founding of General Motors Company of New Jersey in 1908, the growth of the organization has contributed a unique chapter to American industrial history. From beginnings so small that its birth escaped notice in financial centers, General Motors has worked its way steadily forward to a place where its leadership in many of the most exacting branches of production and distribution is taken for granted and where it meets the public of many lands with a wide variety of merchandise and services. Scientific research, close attention to dealer and consumer needs, and constructive public policies are among the factors accounting for General Motors' present strength. My acquaintance with General Motors began at its birth in 1908, and as a somewhat impartial observer of social trends I have watched its progress with keen interest ever since” ARTHUR POUND - 1934  
*The Turning Wheel - The*

*story of General Motors through twenty-five years 1908-1933* On a Global Mission: The Automobiles of General Motors International Volume 3 How did a major corporation manage to turn itself around while Wall Street and others continued to predict its slow death? The answer may surprise you, and it provides a model for corporate transformation for any company or government agency operating in a world of accelerating change. The company is General Motors, and this book tells how it was able to change the way important decisions were made, leading to resurgence in business across its many product lines. At the beginning of the 1990s, GM was perceived by nearly everyone as falling behind its competitors at an alarming rate. By the beginning of the twenty-first century, though, the company had come storming back with successful new automobiles and new business concepts that captured new markets, while simultaneously holding on to many of its existing customers. What GM did is not just the

story of a single automaker, but rather a compelling insight into an approach for any business organization that is faced with the need for a true transformation. As many companies have discovered, efforts at transformation too often fail. GM's successful transformation illustrates the importance of management's ability to change its mindset and make the tough decisions that revitalize business with bold new products and business concepts. At the heart of successful transformation is the imagination, courage and leadership required to visualize the kind of company an organization wants to become and then work toward that goal. With the destination set and understood by those who will need to implement the changes, decision-makers find it less difficult to overcome impediments to achieving their goal while finding creative ways of doing what may seem impossible. The lessons from GM's turnaround can help any business organization change and keep pace with today's turbulent marketplace.

Best Sellers - Books :

- [Saved: A War Reporter's Mission To Make It Home By Benjamin Hall](#)
- [Leigh Howard And The Ghosts Of Simmons-pierce Manor](#)
- [The Light We Carry: Overcoming In Uncertain Times By Michelle Obama](#)
- [Baking Yesteryear: The Best Recipes From The 1900s To The 1980s By B. Dylan Hollis](#)
- [A Court Of Silver Flames \(a Court Of Thorns And Roses, 5\)](#)
- [Think And Grow Rich: The Landmark Bestseller Now Revised And Updated For The 21st Century \(think And Grow Rich Series\)](#)
- [The Four Agreements: A Practical Guide To Personal Freedom \(a Toltec Wisdom Book\)](#)
- [Dog Man: Twenty Thousand Fleas Under The Sea: A Graphic Novel \(dog Man #11\): From The Creator Of Captain Underpants](#)
- [November 9: A Novel By Colleen Hoover](#)
- [My Butt Is So Christmassy! By Dawn Mcmillan](#)