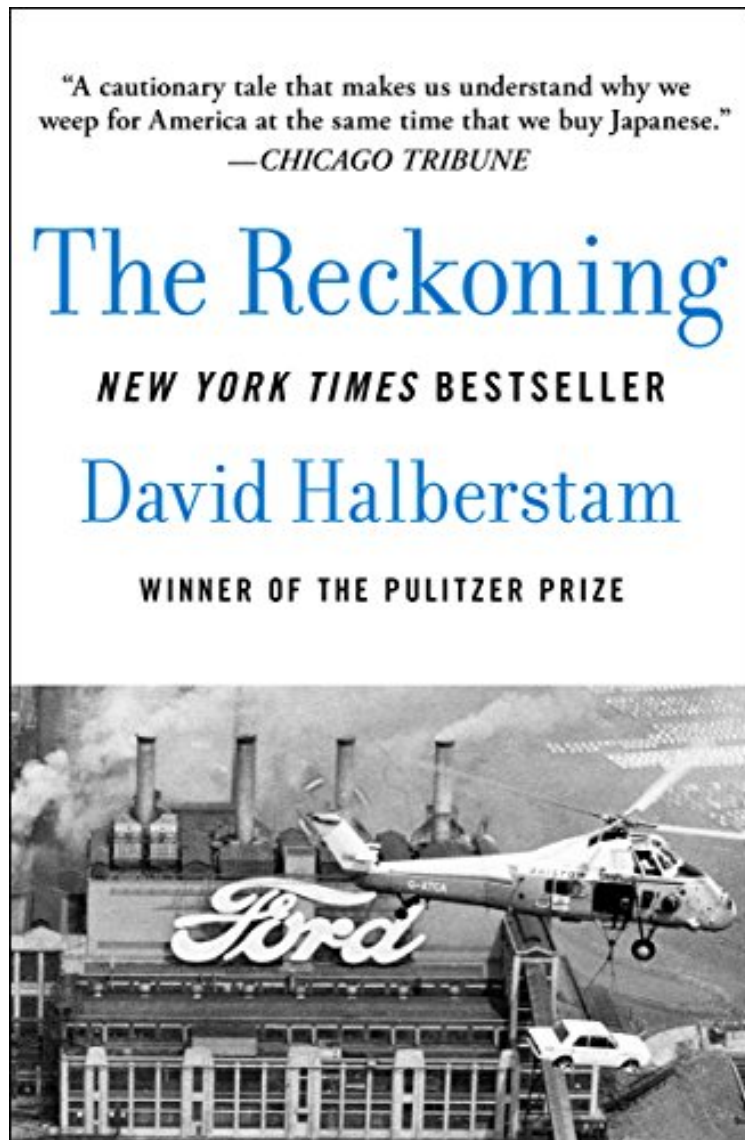


The Reckoning

David Halberstam

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David Halberstam : The Reckoning before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reckoning:

0 of 0 people found the following review helpful. Very well written, although dated with a lot of personal minutia. By R. Marten Very detailed history of Ford and Nissan from 1900 into the 1980's. The author has it right with his historical differences between union and corporate policies in American and Japanese auto industries, along with cultural differences between the two countries. Probably the most interesting is the union histories in the two countries and oil price manipulation from Middle East and resultant chaos. He attempts to make sense of the reasons that

Japanese cars overtook American cars in quality, reliability and value when Ford and GM had such a massive head start. He accomplishes some of that and is very interesting reading but gets bogged down in repetitive details and seems to have a vendetta against Ford. Or, maybe Ford's management was more interesting because of personality quirks, unlike the others. GM, Chrysler, and Japanese management had huge problems, but Ford's were unique because the family had such leverage. Ford had a huge lead against GM also and Henry blew that all by himself. Still, GM and Chrysler management failures played a big part in the automotive disasters of the 70's and 80's, along with union complicity. This book is dated, much has changed since the 1980's, it needs to be updated, much can be deleted or better analyzed. 0 of 0 people found the following review helpful. Amazing, eye-opening industrial history By T. Watson This was an amazing if unsettling book to read. Having lived through the time this book helped to provide additional context of the rise of the Japanese auto industry and the fall of America's. The author's style was easy to read, no doubt helped by the somewhat unreal true stories of sacrifice, hubris and greed. 1 of 1 people found the following review helpful. The rise and fall of Us versus the rise and rise of Asia By Ian R Classic David Halberstam! He has written a number of brilliant books about 20th century history eg "The Best and The Brightest". This book uses the automotive industry as a backdrop for the rise and fall of American Industry in three parts: Firstly the fortunes of the Ford Motor Company (as number two in the American motor industry) from its beginnings with Henry Ford through to the mid seventies Secondly the rise of Nissan (as one time number two in the Japanese motor industry), and Thirdly the Reckoning when in the mid seventies the quality and fuel economy of the Japanese products almost put the once mighty American giants out of business during the middle east oil crises. If you enjoy cars you should read this book! If you want to understand the rise of Japan, then South Korea and now China you should read this book. The book was written in the mid eighties but the forces behind it are still very much at play almost thirty years later. Highly recommended

New York Times Bestseller: "A historical overview of the auto industry in the United States and Japan [and] the gradual decline of U.S. manufacturing" (Library Journal). After generations of creating high-quality automotive products, American industrialists began losing ground to the Japanese auto industry in the decades after World War II. David Halberstam, with his signature precision and absorbing narrative style, traces this power shift by delving into the boardrooms and onto the factory floors of the American's Ford Motor Company and Japan's Nissan. Different in every way—from their reactions to labor problems to their philosophies and leadership styles—the two companies stand as singular testaments to the challenges brought by the rise of the global economy. From the Pulitzer Prize-winning author of *The Fifties* and *The Coldest Winter*, and filled with intriguing vignettes about Henry Ford, Lee Iacocca, and other visionary industrial leaders, *The Reckoning* remains a powerful and enlightening story about manufacturing in the modern age, and how America fell woefully behind.

From Publishers Weekly Powerfully developing his thesis that the complacency and shortsightedness of American workers and their bosses, especially the automakers of Detroit, have led to a decline of industrial know-how so critical that Asian carmakers, particularly the Japanese, have virtually taken over the market, Halberstam tells in panoramic detail a story that is alarming in its implications. Immediately ahead lies a harsh scenario that will see America's standards of living fall appreciably only sacrifices will restore our "greatness." This lengthy book with its skilled, dramatic interweaving of two little-known stories—the inside struggles of the Ford organization (including the firing of Lee Iacocca) in the 1970s and the growth of the Japanese automotive industry, notably Nissan, since the 1950s—completes the trilogy Halberstam began with *The Best and the Brightest* and *The Powers That Be*. Here is fresh and crucially meaningful material researched with notable thoroughness, replete with graphic portraits of top American and Japanese industrialists competing blindly on the one hand and with brilliant cunning on the other. The book is among the most absorbing of recent years, every page contributing to the breathtaking picture of an America that is going to learn to retool or else. 200,000 first printing. Copyright 1986 Reed Business Information, Inc. From Library Journal This massive volume by Halberstam (*The Best and the Brightest* , *The Powers That Be*) will only add to his reputation. It is a historical overview of the auto industry in the United States and Japan, with a focus on Ford and Nissan. In a well-researched and very readable narrative, the Pulitzer Prize-winning author chronicles the personalities and company politics that decided the key issues. The resulting case study of the gradual decline of U.S. manufacturing and the corresponding rise of Japanese industry has much to tell us about our society. *The Reckoning* is highly recommended for both public and academic libraries as an important account of a story still unfolding. Richard C. Schiming, Economics Dept. , Mankato State Univ., Minn. Copyright 1986 Reed Business Information, Inc. "Wonderful . . . unique and valuable . . . A cautionary tale that makes us understand why we weep for America at the same time that we buy Japanese." —Chicago Tribune