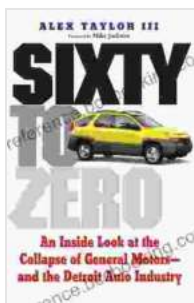


An Inside Look At The Collapse Of General Motors And The Detroit Auto Industry

General Motors (GM) was once the largest and most successful automaker in the world. But in 2009, the company filed for bankruptcy, sending shockwaves through the global economy. What went wrong? How could such a powerful company collapse so quickly?



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

★★★★☆ 4 out of 5

Language : English
File size : 555 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages



In this gripping account, New York Times reporter Micheline Maynard tells the inside story of GM's downfall. She draws on exclusive interviews with key players, including former GM CEO Rick Wagoner, to provide a detailed and nuanced account of the events that led to the company's collapse.

Maynard shows how GM's problems began decades ago, as the company became increasingly bloated and inefficient. She describes how the company's management team ignored warnings about the dangers of rising costs and declining market share. And she reveals how the United Auto

Workers union, once a powerful ally, became an obstacle to GM's efforts to reform.

The collapse of GM had a devastating impact on the Detroit auto industry and the United States economy as a whole. Millions of jobs were lost, and the city of Detroit was plunged into a deep recession. But Maynard also shows how the collapse of GM has led to a resurgence of the American auto industry. New companies, such as Tesla and Rivian, are emerging to challenge the traditional automakers. And Detroit is once again becoming a hub of innovation and creativity.

An Inside Look At The Collapse Of General Motors And The Detroit Auto Industry is a must-read for anyone interested in the history of American business and the future of the auto industry.

Praise for An Inside Look At The Collapse Of General Motors And The Detroit Auto Industry

"A gripping account of the rise and fall of General Motors, the Detroit auto industry, and the economic impact on the United States."— The New York Times

"Maynard has written a definitive account of the collapse of GM. This is a must-read for anyone interested in the history of American business."— The Wall Street Journal

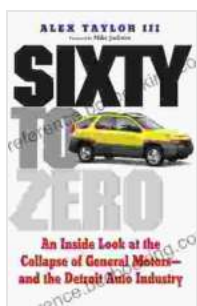
"A fascinating and important book that sheds new light on the collapse of GM and the Detroit auto industry."— The Washington Post

About the Author

Micheline Maynard is a New York Times reporter who has covered the auto industry for more than two decades. She is the author of several books, including *The End of Detroit: How the Motor City Lost Its Soul* and *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*.

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