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KEY=A - BRAYDON HUGHES

A Savage Factory

An Eyewitness Account of the Auto Industry's Self-destruction

POWER

How J.D. Power III Became the Auto Industry's Adviser, Confessor, and Eyewitness to History

Greenleaf Book Group No other individual has had as broad an impact on the auto industry during the past fifty years as Dave Power. Dave's persistence in getting auto executives to listen to customer concerns was key to the across-the-board rise in car quality, and the influence of his J.D. Power and Associates rankings has permanently raised the bar on customer satisfaction. Enhanced with anecdotal quotes from Dave as well as dozens of industry insiders, POWER is a compelling study of an intelligent, polite, market-research wonk who unblinkingly spoke truth to power, and ended up making customer satisfaction a watchword not just in automotive but in all manufacturing and service industries. Foreword by CNBC's Bill Griffeth

A Savage Factory

An Eyewitness Account of the Auto Industry's Self-destruction

AuthorHouse

Automotive Repair Industry

Hearings, Ninetieth Congress, Second Session, Pursuant to S. Res. 233-Ninety-first Congress, Second Session, Pursuant to S. Res. 40 and 334

DK Eyewitness Travel Guide: USA

Penguin Now available in PDF format. DK Eyewitness Travel Guide: USA is your indispensable guide to every corner of America. The fully updated guide includes unique illustrated cutaways, floor plans, and reconstructions of the must-see sights, plus street-by-street maps of cities and towns. DK's insider travel tips and essential local information will help you discover the best of this vast nation by regions, from local festivals and markets to day trips outside of large cities. Detailed listings will guide you to hotels, restaurants, bars, and shopping for all budgets, while practical information will help you to get around, whether by train, bus, or car. With hundreds of

full-color photographs, hand-drawn illustrations, and custom maps that brighten every page, DK Eyewitness Travel Guide: USA truly shows you this country as no one else can.

DK Eyewitness Travel Guide USA

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Business Ethics: A Textbook with Cases

Cengage Learning BUSINESS ETHICS, 9th Edition is a comprehensive and practical guide that will help you with real life ethical issues that rise in the business world. It will assist you through the process of developing the critical thinking and analytical skills needed to successfully navigate the unique set of problems that emerge when ethics and commerce collide. This book focuses on key ethical concepts and emphasizes the real world importance of critical topics such as the nature of morality, major theories of ethics and economic justice, and competing views of capitalism and corporate responsibility. It is thorough, flexible, and designed to bolster student involvement with the material for better comprehension and understanding. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Moral Issues in Business

Cengage Learning MORAL ISSUES IN BUSINESS, 13E examines the moral dilemmas that are common to today's business climate and gives readers the analytical tools to resolve those issues. Using a combination of true stories, interesting reading selections, and a conversational writing style, this edition prepares readers for the moral quandaries awaiting them in the professional world. Featured topics include: the nature of morality, individual integrity and responsibility, economic justice, pitfalls of capitalism, and corporations' responsibilities to consumers and the environment. Plus, this edition also discusses situation-specific concepts such as downsizing, whistle blowing, sexual harassment, job discrimination, animal abuse, and drug testing. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

DK Eyewitness Chicago

Penguin Now available in PDF format. DK Eyewitness Travel Guide: Chicago will lead you through the best attractions the city has to offer, including fully illustrated coverage of all the major sights from Lincoln Park Zoo to the Art Institute of Chicago. The fully updated guide includes unique illustrated cutaways, floor plans, and reconstructions of the city's architecture, plus a city map clearly marked with attractions from the guidebook and an easy-to-use street index. DK Eyewitness Travel Guide: Chicago provides all the insider tips you need, whether you're shopping on Michigan Avenue, enjoying the rides at the Navy Pier funfair, taking in the view from the Sears Tower, or exploring the areas outside the city. Detailed listings will guide you to hotels, restaurants, bars, nightlife, and shopping for all budgets. Street maps to guide you through the city, with reliable information on getting around. With hundreds of full-color photographs, hand-drawn illustrations, and custom maps that brighten every page, DK Eyewitness Travel Guide: Chicago truly shows you this city as no one else can.

Eyewitness to the Old West

First-hand Accounts of Exploration, Adventure, and Peril

Roberts Rinehart Pub Written by a diversity of storytellers, including explorers, missionaries, Indian leaders, a poet, an artist, and a future president, Eyewitness to the Old West places the reader face-to-face with the men and women who experienced one of the most electrifying epochs in American History.

Hearings

Information Systems and Modern Society: Social Change

and Global Development

Social Change and Global Development

IGI Global The emergence of the digital age has transformed the way society communicates as well as disseminates information. Information Systems and Modern Society: Social Change and Global Development is a comprehensive collection of research on the emergence of information technology and its effect on society. By providing a forum for practitioners and researchers, this book aims to bring to light the advancements made throughout social changes and the application of information systems. This research provides recent techniques useful for policy makers, practitioners and students.

United States-Canada Automotive Products Agreement

Hearings, Eighty-ninth Congress, First Session on H. R. 6960, the Automotive Products Trade Act of 1965. April 27-29, 1965

FTC Industry Conference on Marketing of Automotive Gasoline

Hearings Before Subcommittee No. 4 on Distribution Problems of the Select Committee on Small Business, House of Representatives, Eighty-ninth Congress, First Session, Pursuant to H. Res. 13, a Resolution Creating a Select Committee to Conduct Studies and Investigations of the Problems of Small Business

Investigates costs for refining and distributing gasoline to wholesale and retail outlets, to ascertain if petroleum industry is destructively competitive, as allegedly reflected in periodic "price wars" where gasoline is marketed without benefit of a fair profit. Examines complex competitive problems facing small, independent producers vis-a-vis large-scale producers; pt.2: Includes Mid-Continent Independent Refiners Association's "Petition for a Trade Regulation Rule for the Marketing of Gasoline," Mar. 1964 (p. 1033-1749).

Wheels in Motion

Krause Publications Incorporated Wheels in Motion digs deep into the rich history and drive of the greatest minds in the industry. Two hundred and twenty-five colour photographs complement the exciting, eyewitness accounts from those who actually helped build the automotive dynasty, from a visionary's dreams into what it is today. This book documents the history of the American automotive industry. Travel back in time with pioneers such as the Stanley, Dodge, Packard, and Studebaker brothers in this portrayal of the greatest invention of our time. Includes listings of over 2,000 auto makers and hobby car clubs with bibliography and index.

United States - Canada Automotive Products Agreement

Hearings, 89th Congress, 1st Session, on H.R. 6960, April 27-29, 1965

Trucking Business

Automotive Lighting and Human Vision

Springer Science & Business Media The safety of vehicle traffic depends on how well automotive lighting supports the visual perception of the driver. This book explains the fundamentals of visual perception, like e.g. physiology of eye and brain, as well as those of automotive lighting technology, like e.g. design of headlamps and signal lights. It is an interdisciplinary approach to a rapidly evolving field of science and technology written by a team of authors who are experts in their fields.

Automotive Industries

Vols. for 1919- include an Annual statistical issue (title varies).

The Insurance Industry

Hearings, Eighty-fifth Congress, Second Session,
Pursuant to S. Res. 231 ...

Insurance Industry

Hearings Before the United States Senate Committee of the Judiciary, Subcommittee on Antitrust and Monopoly, Eighty-Fifth Congress, Second Session, Eighty-Sixth Congress, First Session, Eighty-Sixth Congress, Second Session, Eighty-Eighth Congress, First Session, Eighty-Ninth Congress, First Session, Ninetieth Congress, Second Session, Ninety-First Congress, First Session

When Gadgets Betray Us

The Dark Side of Our Infatuation With New Technologies

Basic Books Technology is evolving faster than we are. As our mobile phones, mp3 players, cars, and digital cameras become more and more complex, we understand less and less about how they actually work and what personal details these gadgets might reveal about us. Robert Vamosi, an award-winning journalist and analyst who has been covering digital security issues for more than a decade, shows us the dark side of all that digital capability and convenience. Hotel-room TV remotes can be used to steal our account information and spy on what we've been watching, toll-booth transponders receive unencrypted EZ Pass or FasTrak info that can be stolen and cloned, and our cars monitor and store data about our driving habits that can be used in court against us. *When Gadgets Betray Us* gives us a glimpse into the secret lives of our gadgets and helps us to better understand -- and manage -- these very real risks.

Profiles of Sport Industry Professionals

The People who Make the Games Happen

Jones & Bartlett Learning The sports field is becoming increasingly complex and multifaceted, and sports are big business. This is the most comprehensive career sports book available, and a valuable reference for professors and students alike.

The Insurance Industry

Hearings Before the Subcommittee on Antitrust and Monopoly of the Committee on the Judiciary

An Eyewitness Account of the American Revolution and New England Life

The Journal of J.F. Wasmus, German Company Surgeon, 1776-1783

Praeger This book presents the English translation of the journal of J.F. Wasmus, a German doctor who fought for the British in the American Revolution. Wasmus served in a German regiment under General Burgoyne and witnessed many key battles. Later, after being taken prisoner, he was ordered to live with a farmer's family in Brimfield, Massachusetts, and encouraged to work in his profession. His journal offers first-hand accounts of military affairs such as the Battle of Bennington, as well as detailed observations of the climate, geography, and societal customs of New England and New York.

War of 1812 Eyewitness Accounts

An Annotated Bibliography

Greenwood With annotated entries on over 850 printed primary documents, this reference tool allows researchers to explore the War of 1812 from a variety of perspectives; includes accounts by women, clergy, politicians, diplomats, merchants, and Native Americans as well as traditional military accounts.

The Moonlandings

An Eyewitness Account

Cambridge University Press An eyewitness account of the Soviet-American race to land a man on the moon.

POWER

How J.D. Power III Became the Auto Industry's Adviser, Confessor, and Eyewitness to History

Greenleaf Book Group Presents the life and accomplishments of the market research executive whose persistence in getting auto executives to listen to customer concerns raised standards in the industry for automobile quality and safety and customer satisfaction.

Brazil's Revolution in Commerce

Creating Consumer Capitalism in the American Century

UNC Press Books James P. Woodard's history of consumer capitalism in Brazil, today the world's fifth most populous country, is at once magisterial, intimate, and penetrating enough to serve as a history of modern Brazil itself. It tells how a new economic outlook took hold over the course of the twentieth century, a time when the United States became Brazil's most important trading partner and the tastemaker of its better-heeled citizens. In a cultural entangling with the United States, Brazilians saw Chevrolets and Fords replace horse-drawn carriages, railroads lose to a mania for cheap automobile roads, and the fabric of everyday existence reweaved as commerce reached into the deepest spheres of family life. The United States loomed large in this economic transformation, but American consumer culture was not merely imposed on Brazilians. By the seventies, many elements once thought of as American had slipped their exotic traces and become Brazilian, and this process illuminates how the culture of consumer capitalism became a more genuinely transnational and globalized phenomenon. This commercial and cultural turn is the great untold story of Brazil's twentieth century, and one key to its twenty-first.

Experimental Capitalism

The Nanoeconomics of American High-Tech Industries

Princeton University Press For much of the twentieth century, American corporations led the world in terms of technological progress. Why did certain industries have such great success? *Experimental Capitalism* examines six key industries—automobiles, pneumatic tires, television receivers, semiconductors, lasers, and penicillin—and tracks the highs and lows of American high-tech capitalism and the resulting innovation landscape. Employing "nanoeconomics"—a deep dive into the formation and functioning of companies—Steven Klepper determines how specific companies emerged to become the undisputed leaders that altered the course of their industry's evolution. Klepper delves into why a small number of firms came to dominate their industries for many years after an initial period of tumult, including General Motors, Firestone, and Intel. Even though capitalism is built on the idea of competition among many, he shows how the innovation process naturally led to such dominance. Klepper explores how this domination influenced the search for further innovations. He also considers why industries cluster in specific geographical areas, such as semiconductors in northern California, cars in Detroit, and tires in Akron. He finds that early leading firms serve as involuntary training grounds for the next generation of entrepreneurs who spin off new firms into the surrounding region. Klepper concludes his study with a discussion of the impact of government and the potential for policy to enhance a nation's high-tech industrial base. A culmination of a lifetime of research and thought, *Experimental Capitalism* takes a dynamic look at how new ideas and innovations led to America's economic primacy.

American Vanguard

The United Auto Workers During the Reuther Years, 1935-1970

Wayne State University Press Geared toward general readers and scholars alike, *American Vanguard* presents the first history of the UAW, one of America's most significant workers' organizations, from its origins through its period of greatest impact.

Breakfast in Hell

A Doctor's Eyewitness Account of the Politics of Hunger in Ethiopia

Simon & Schuster A doctor's eyewitness account of the politics of hunger in Ethiopia.

The Struggle for a Democracy in Siberia, 1917-1920

Eyewitness Account of a Contemporary

Hoover Inst Press

The Eyewitness

The novel probes the relationship of a psychiatrist-narrator with a patient, A.H., who is suffering from hysterical blindness. The psychiatrist cures his patient's disability and A.H. goes on to lead a defeated Germany back to glory. The psychiatrist of the novel is then persecuted and imprisoned because A.H. had all the medical records destroyed.

Land of Opportunity

One Family's Quest for the American Dream in the Age of Crack

University of Michigan Press An exceptional work of investigative journalism, *Land of Opportunity* is a probing tale of blighted dreams and misguided ambition. "One of the most fascinating and unforgettable families in American literature . . . destined to become the most prominent tome in the modern inner-city street life genre".--Claude Brown, author of *Manchild in the Promised Land*. *Land of Opportunity* has been optioned by *Boyz 'N the Hood* director John Singleton for his next film.

Ten Dollars in My Pocket

The American Education of a Holocaust Survivor : a Memoir in Documents

Peter Lang Ten Dollars in My Pocket is both an American success story and a description of the painful maturation process of a belated teenager trying to discover who and where she is, and who is at least once on the verge of suicide. This account is unique because of the authenticity of its narrative voice: we read diary entries and letters written during those years, as well as several eyewitness accounts published by the author at that time. This kaleidoscope of factual information is complemented by the author's recollections and reflections.

America's Gilded Age

An Eyewitness History

Traces the history of the United States from 1865 to 1901 through such primary sources as memoirs, diaries, letters, contemporary journalism, and official documents.

Eddie Rickenbacker

An American Hero in the Twentieth Century

JHU Press Looks at the life and career of the World War I flying ace, including his establishment of Eastern Airlines as a major carrier and his resignation under pressure in 1963.

The Book Review Digest

Annual cumulation

Sky Burial

An Eyewitness Account of China's Brutal Crackdown in Tibet

Noble Press Incorporated The author explains how he became aware of the Chinese suppression of Tibet, and documents the destruction of Tibetan temples and the Chinese use of torture, coerced abortions, and sterilization of Tibetan women