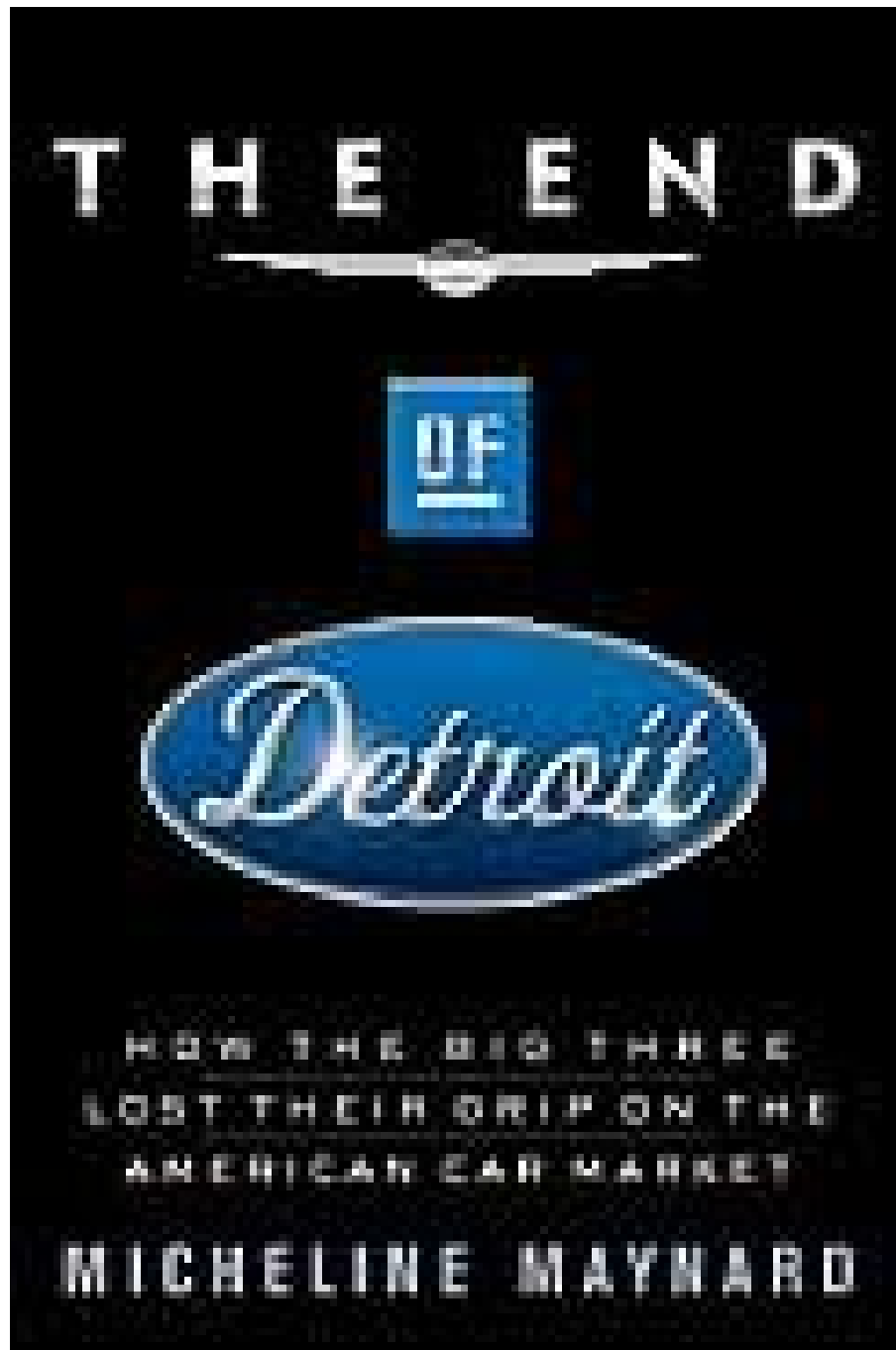


# **THE END OF DETROIT: HOW THE BIG THREE LOST THEIR GRIP ON THE AMERICAN CAR MARKET BY MICHELINE MAYNARD**



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From Publishers Weekly

Not too long ago, Detroit-made vehicles manufactured in the U.S. were the most popular and bestselling cars. That is no longer the case, and Maynard, a reporter for the New York Times, explains how the automobile industry is now led by such companies as Toyota and Honda. She explains the various reasons for the diminished power of domestic car makers including the introduction of new, more appealing models and light trucks. Maynard writes, "With the exception of Toyota and its expansive lineup, none of the import companies has designs on meeting Detroit head-on in every segment where it competes.... They can be successful by fixing their targets and taking away markets, one by one." She cites BMW and Hyundai as two companies who know their markets very well and have solid brand images. Based on Maynard's interviews with executives and employees of many car companies, foreign and domestic, she shows how the foreign companies were repeatedly more innovative and strategic in their efforts to win over American consumers. Toyota, for example, built car plants in the U.S. and trained local employees, including Spanish-speaking workers, who would later be able to work in Toyota plants in Mexico, South America and elsewhere. The reporting is solid, but the writing is occasionally dull. Still, this is an intriguing if somewhat gloomy view of the American car business.

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Review

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Most helpful customer reviews

5 of 7 people found the following review helpful.

Chance For Change!!

By A Customer

Don't be turned off by the title, if you a "Big Three" lover or supporter! Stay opened-minded when reading this book. I love this book. Well written, interesting facts even though some are general. I learned lots of things about the auto industry that I did not know, even though I worked indirectly with the BIG THREE for about 10 years. I could see some of the things happening in the book, but I did not know why? Now I have some answers and explanations why The Big Three and other manufacturers - Toyota, Honda, etc. did what they did! Every person even remotely close to the industry, or if you are just interested, should purchase this book. This book is definately for the "Big Three" executives. As a Detroiter, I hope the "Big Three" will one

day thrive again, but I hope this while I love and drive my Camry - because Toyota, not the BIG THREE, heard my call for quality and reliability!

1 of 1 people found the following review helpful.

Cool book, needs an update

By JSquaredZ

This was a really cool book that gives a good overview of how the Imports took over the Auto industry. The biggest issue is that the last update of the book was in Nov 2004 so there is almost 5 years that isn't covered. This should be revised asap since the book talks about this and that will happen by 2010, etc and it turned out to be fairly prophetic. Maybe just an update to the epilogue.

7 of 10 people found the following review helpful.

It's ok, but bear with her if you can

By A Customer

I must say, I'm not as good a writer as Ms. Maynard, but I think I actually may know more about the car business than she. In fact, if you're an enthusiast, you may very well know more than she does as well. The book is just fair. It gives some neat historical recounts on how the Japanese set up their operations in the US, and how their corporate cultures and history are in Japan. I must say, though, there were times when I just wanted to give up on this book. Why? Errors...this thing is full of factual errors. For example, she says that Nissan owns a large piece of Fuji Heavy Industries, the maker of Isuzu. This is not correct. Nissan does own a large piece of FHI (they were the largest shareholder before GM bought 50% of the company), but FHI makes Subaru, not Isuzu. They have ties to Isuzu, but the reason why Nissan owning FHI was an issue is because of the Subaru competition (Imprezza and Legacy go head to head with the Sentra and Altima). This specific point is discussed in the fabulous book "Turn Around" about Carlos Ghosn. There are other errors as well. Her recounting of timing is also often off in talking about when a certain vehicle was the top seller (Camry, Accord and Taurus discussion), and when each luxury marque was the top in the US.

Another knipicky thing is that she uses the word "dwarfs" a lot. However, she flips it's meaning. Dwarfs means that something that dwarfs something else looks much smaller next to it (i.e. A dwarfs B, and A is smaller than B). Sometimes she uses it in this correct way, and other times she uses it to mean the thing that dwarfs the other thing is bigger (i.e. A dwarfs B, and A is bigger than B). As a writer, she should know what she's saying, but should certainly at the very least be consistent.

I would let the dwarfs thing go, but the automotive errors are not forgivable, and they smack you in every chapter. If she is wrong about so much in the auto industry, it's hard to accept her take in the book. I don't disagree with her notion, but, really, get some fact checkers, or get educated about your topic.

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