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The End of Detroit: How the Big Three Lost Their Grip on the American Car Market (Paperback)

By Micheline Maynard

Broadway Books (A Division of Bantam Doubleday Dell Publishing Group Inc), United States, 2004. Paperback. Condition: New. Reprint. Language: English . Brand New Book ***** Print on Demand *****.An in-depth, hard-hitting account of the mistakes, miscalculations and myopia that have doomed America's automobile industry. In the 1990s, Detroit's Big Three automobile companies were riding high. The introduction of the minivan and the SUV had revitalized the industry, and it was widely believed that Detroit had miraculously overcome the threat of foreign imports and regained its ascendant position. As Micheline Maynard makes brilliantly clear in THE END OF DETROIT, however, the traditional American car industry was, in fact, headed for disaster. Maynard argues that by focusing on high-profit trucks and SUVs, the Big Three missed a golden opportunity to win back the American car-buyer. Foreign companies like Toyota and Honda solidified their dominance in family and economy cars, gained market share in high-margin luxury cars, and, in an ironic twist, soon stormed in with their own sophisticatedly engineered and marketed SUVs, pickups and minivans. Detroit, suffering from a -good enough- syndrome and wedded to ineffective marketing gimmicks like rebates and zero-percent financing, failed to give consumers what they really...



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