



American Wheels, Chinese Roads: The Story of General Motors in China

Michael J. Dunne

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How could one company—General Motors—meet disaster on one continent and achieve explosive growth on another at the very same time?

While General Motors was hurtling towards bankruptcy in 2009, GM's subsidiary in China was setting new sales and profit records. This book reveals how extraordinary people, remarkable decisions and surprising breaks made triumph in China possible for General Motors. It also shows just how vulnerable that winning track record remains.

No small part of GM's success in China springs from its management of shifting business and political relationships. In China, the government makes the rules for—and competes in—the auto industry. GM's business partner, the City of Shanghai, is both an ally and a competitor. How does such an unnatural relationship work on a day-to-day basis? Where will it go on the future?

General Motors also engages in constant battles with other global and Chinese car makers for the hearts of demanding Chinese consumers. Dunne gives us rare glimpses into the mindsets and behavior of this new moneyed set, the worlds newest class of wealthy consumers.

China is already the number one car market in the world. During the next ten years, China will export millions of cars and trucks globally, including to the United States. *American Wheels, Chinese Roads* presents readers with fascinating illustrations of what to expect when Chinese cars, companies, and business people arrive on our shores.

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Christopher Crow:

Playing with family in the park, coming to see the sea world or hanging out with pals is thing that usually you will have done when you have spare time, then why you don't try issue that really opposite from that. I activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love American Wheels, Chinese Roads: The Story of General Motors in China, you could enjoy both. It is excellent combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't have it, oh come on its identified as reading friends.

Diana Rush:

American Wheels, Chinese Roads: The Story of General Motors in China can be one of your beginner books that are good idea. We all recommend that straight away because this reserve has good vocabulary which could increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The writer giving his/her effort to set every word into pleasure arrangement in writing American Wheels, Chinese Roads: The Story of General Motors in China although doesn't forget the main place, giving the reader the hottest as well as based confirm resource data that maybe you can be one among it. This great information can certainly drawn you into brand new stage of crucial imagining.

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