

# My Years with General Motors



Alfred P. Sloan Jr.



# My Years With General Motors

**Alfred Pritchard Sloan (Jr.)**



## **My Years With General Motors:**

**My Years With General Motors** Alfred P Sloan, 2015-01-16 Alfred P Sloan Jr led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce Sloan's business biography *My Years With General Motors* was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants **A**

**Ghost's Memoir** John McDonald, 2002 What has been largely unknown until now is that *My Years with General Motors* was almost not published Although it was written with the permission of General Motors and slated for publication in October 1959 at the last minute General Motors tried to suppress the book out of fears that some of the material in it could become evidence in an antitrust action against the company This book by John McDonald Sloan's ghostwriter tells the behind the scenes story of the book's writing its attempted suppression and the lawsuit that eventually led to its publication McDonald's narrative is partly the David and Goliath story of a lone journalist taking on the world's then largest corporation and partly a study of strategy in its own right McDonald's struggle to publish the book led him to navigate a complicated course among the competing interests of General Motors Fortune magazine his employer and Time Inc Fortune's owner [My Years with](#)

[General Motors](#) Alfred Pritchard Sloan, 1972 **Summary: My Years with General Motors** BusinessNews

Publishing, 2014-09-29 The must read summary of Alfred P Sloan Jr's book *My Years with General Motors* How General Motors Was Built Into the Largest Corporation in the World This complete summary of the ideas from Alfred P Sloan Jr's book *My Years with General Motors* shares Alfred P Sloan Jr's experience as a CEO of General Motors from 1923 to 1946 In his book the author explains the policies and processes he used at General Motors to make it the number one organisation in the automobile industry By learning about his strategies you can start applying them to your own business and take your company to the next level Added value of this summary Save time Understand the key concepts Expand your business knowledge To learn more read *My Years with General Motors* to learn about one of the top companies in the world and how it achieved success **My Years With General Motors** Alfred P. Sloan, Jr., Peter Ferdinand Drucker, 1990-08-30 This memoir by Sloan was an instant bestseller when it appeared in 1964 It has remained a favorite among managers and mgmt students Sloan wrote this book to counterbalance a book that GM's senior exec thought to be pernicious Peter Drucker's book on GM

3 Concept of the Corp 2 pub in 1946 the first study of mgmt as a discipline the first study of a big corp from within Sloan defended Drucker's right to publish the study but Sloan wrote this response which Bill Gates praises as the best book to read on bus It offers personal glimpses into the practice of the 3 discipline of mgmt 2 by the man who perfected it a distillation of 50 years of intimate leadership experience with a giant industry and an inside look at dramatic events and creative bus mgmt

*My years with General Motors. By Alfred P(ritchard) Sloan* Alfred Pritchard Sloan, 1972 *My Years with General Motors, [by] Alfred P. Sloan, Jr. Edited by John McDonald with Catherine Stevens*, 1964 [My years with General Motors](#)

Alfred P. Sloan, 1967 My Years with General Motors Alfred Pritchard Sloan (Jr.), 1969 **My Years With General Motors and Other Stories** Richard A. Underwood, 2010-06-07 Once this country's largest and most successful corporation General Motors has now fallen into bankruptcy. Back in the 1950s during its heyday, Richard Underwood and his family knew and worked with some of General Motors' top executives. Underwood worked at GM Central Office and at Chevrolet Central Office in Detroit, Michigan. The author combines his inside observer's view of its rise and historic fall with a brief memoir of his life both before and after working at the corporation. Pierre S. du Pont and the Making of the Modern Corporation Alfred D. Chandler, Jr., Stephen Salsbury, 2025-06-23 An admirable biography. The book is well written, piques the reader's curiosity to keep going, and is well documented. The New York Times: A splendid piece of business history. Chandler and Salsbury's history of du Pont represents a major contribution to business history; the book is superb. What is involved in transforming a small firm into a corporate giant? That is the central question, and the authors have provided an excellent analytical answer. *Antitrust Bulletin*: Alfred Chandler is the world master of institutional business history, a first-class company and entrepreneurial history. David S. Landes: Economic History Association's EH.net: An interesting book, fascinating reading as a study in business decision making, definitely an important work, a major contribution to business and economic history as well as required reading for all concerned with twentieth-century American history. *The Journal of Economic History*: Pierre du Pont was the prime mover in the evolution of the DuPont and General Motors companies into two of the biggest of big businesses in early twentieth-century America. This painstakingly crafted study describes with commanding scholarship what du Pont did and how he did it. This massive at times microscopic but always purposeful and controlled study is indispensable to an understanding of the coming of big business to modern America. *The American Historical Review*: Many books and many articles have been written about the du Ponts, the Du Pont Company, and General Motors. Some of them deserve the overworked word excellent, but for the business historian none of them approaches the book that Chandler and Salsbury have written. It is really a history of Du Pont and General Motors in the most important of their formative years. Business historians should read Pierre S. du Pont or turn in their union cards. *Pennsylvania History*: **Sloan Rules** David Farber, 2002-11-15 Alfred P. Sloan Jr. became the president of General Motors in 1923 and stepped down as its CEO in 1946. During this time he led GM past the Ford Motor Company and on to international business triumph by virtue of his brilliant managerial practices and his insights into the new consumer economy. He and GM helped to produce Bill Gates. As he said, Sloan's 1964 management tome *My Years with General Motors* is probably the best book to read if you want to read only one book about business. And if you want to read only one book about Sloan, that book should be historian David Farber's *Sloan Rules*. Here for the first time is a study of both the difficult man and the pathbreaking executive. *Sloan Rules* reveals the GM genius as not only a driven manager of men, machines, money, and markets but also a passionate and not always wise participant in the great events of his day. Sloan, for example, reviled Franklin Roosevelt and the New Deal; he firmly believed that politicians

government bureaucrats and union leaders knew next to nothing about the workings of the new consumer economy and he did his best to stop them from intervening in the private enterprise system. He was instrumental in transforming GM from the country's largest producer of cars into the mainstay of America's Arsenal of Democracy during World War II. After the war, he bet GM's future on renewed American prosperity and helped lead the country into a period of economic abundance. Through his business genius, his sometimes myopic social vision, and his vast fortune, Sloan was an architect of the corporate-dominated global society we live in today. David Farber's story of America's first corporate genius is a biography of the highest order, a portrait of an extraordinarily compelling and skillful man who shaped his era and ours. *Alfred P. Sloan* John Cunningham Wood, Michael C. Wood, 2003. This two-volume collection looks at the life and work of Alfred Pritchard Sloan Jr. 1875-1966, chief executive of General Motors from 1923 to 1946, whose unique and ahead-of-its-time management style left an indelible mark on business and management studies. Also featuring an extensive bibliography, this set will prove valuable to business students and researchers alike. **My years with General Motors** Alfred Pritchard Sloan, 1964. *"Better Living"* William L. Bird, 1999. *Better Living* Advertising Media and the New Vocabulary of Business Leadership 1935-1955 is a history of how big business learned to be both entertaining and persuasive when talking to the public. Examining the years from the Depression to postwar prosperity, *Better Living* follows the dissemination of a politically competitive claim of more new and better in industry and in life. Beginning with the changes in business-government relations during the New Deal, this study looks at the ways in which politically active corporations and their leaders learned how to speak at a time when speaking was not enough. Using archival sources such as the NBC Ford Motor Company, DuPont, and Franklin Delano Roosevelt collections, William L. Bird Jr. establishes the importance of industrial films and their role in public relations and employee relations, as well as the use of dramatic radio productions in corporate public relations. The author examines the interplay between general mass radio and print advertising, radio program sponsorship, and scriptwriting sponsored motion pictures and television entertainment, as well as exhibitions and industrial fairs, and the role these media played in shaping ideas about American business and political and cultural institutions in this country for the decades to come. Book Jacket

*On a Global Mission: The Automobiles of General Motors International Volume 3* Louis F. Fourie, 2016-12-29. Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo Wuling and Baojun are other Asian brands covered in

detail This volume concludes with recording the remarkable early success of Holden and its continued independence through to today Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations A brief history of Isuzu Subaru and Suzuki looks at the three minority interests GM held in Asia The GM North American model specifications are the most comprehensive to be found in a single book Global and regional sales statistics are included GM executives and management from around the globe are listed with the roles they held An index ensures that these volumes serve as the ideal reference source on GM

**The Automobile Age** James J. Flink, 1990-07-19 In this sweeping cultural history James Flink provides a fascinating account of the creation of the world's first automobile culture He offers both a critical survey of the development of automotive technology and the automotive industry and an analysis of the social effects of automobility on workers and consumers

*The Emergence of Modern Marketing* R.A. Church, Andrew Godley, 2004-08-02 This collection of essays considers the emergence of modern marketing by examining product differentiation and brand creation distribution and retailing strategies as well as advertising in a range of International case studies

*Pastoral Capitalism* Louise A. Mzingo, 2011-09-16 How business appropriated the pastoral landscape as seen in the corporate campus the corporate estate and the office park By the end of the twentieth century America's suburbs contained more office space than its central cities Many of these corporate workplaces were surrounded somewhat incongruously by verdant vistas of broad lawns and leafy trees In *Pastoral Capitalism* Louise Mzingo describes the evolution of these central but often ignored features of postwar urbanism in the context of the modern capitalist enterprise These new suburban corporate landscapes emerged from a historical moment when corporations reconceived their management structures the city decentralized and dispersed into low density auto dependent peripheries and the pastoral in the form of leafy residential suburbs triumphed as an American ideal Greenness writes Mzingo was associated with goodness and pastoral capitalism appropriated the suburb's aesthetics and moral code Like the lawn proud suburban homeowner corporations understood a pastoral landscape's capacity to communicate identity status and right mindedness Mzingo distinguishes among three forms of corporate landscapes the corporate campus the corporate estate and the office park and examines suburban corporate landscapes built and inhabited by such companies as Bell Labs General Motors Deere Company and Microsoft She also considers the globalization of pastoral capitalism in Europe and the developing world including Singapore India and China Mzingo argues that even as it is proliferating pastoral capitalism needs redesign as do many of our metropolitan forms for pressing social cultural political and environmental reasons Future transformations are impossible however unless we understand the past *Pastoral Capitalism* offers an indispensable chapter in urban history examining not only the design of corporate landscapes but also the economic social and cultural models that determined their form

**Militancy, Market Dynamics, and Workplace Authority** James R. Zetka, 1995-01-01 This book is an account of the political economy of labor relations in the U.S. automobile industry from the end of World War II to the 1970s

Zetka develops a sophisticated paradigm of hegemonic and competitive market conditions that challenges dominant theories of postwar industrial relations linking rates of workplace militancy to product market fluctuations variations in work organization and differences in authority systems legitimated on the shop floor He then uses this model to interpret in historical detail the complex market and workplace relationships that unfolded in the industry Zetka traces the postwar struggles between management and militant auto workers over the definition of a fair day's work He argues that management's selective use of a quota based authority system for occupational groups that had been the most militant during the 1940s and 1950s was primarily responsible for the decline of wildcat strike activity in the auto industry and that this system was made possible by the emergence in the 1960s of a distinctive market structure that regulated competition between the surviving auto firms

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CHAPTER 5. HOMEWORK 1: Henry H. (SSN 288-40-1920, born 3/18/1967) ...