

Faced with the task of redesigning the Taurus, America's best-selling car and the flagship of its fleet, Ford Motor Company assembled 700 designers, engineers, planners, and bean-counters under a tough manager who set out to retake engineering and manufacturing ground lost to the Japanese. On their shoulders rested the reputation and profits of Ford, not to mention an investment of close to three billion dollars. This biting, insightful, and often funny account by a seasoned journalist follows the 1996 Taurus from its conception as a clay model in Detroit to its birth in an Atlanta assembly plant to its public debut in a New Jersey dealership. Mary Walton all but lived with the team for two years in a damp Dearborn basement, and she chronicles firsthand the clashes of designers and engineers over shapes, of marketers and accountants over costs, of product guys in Detroit and manufacturing guys in Atlanta as the new machine took shape on the assembly line. And all of them, all of the time, were looking over their shoulders at the Japanese competition.

Seeing Christ in II Chronicles: Wisdom to Build the House of God (God Has Spoken - Seeing Christ in the Old Testament Book 15), Essential Eschatology: Our Present and Future Hope, Bill Severns Magic Workshop, Queens Full, Advanced Introduction to Entrepreneurship (Elgar Advanced Introductions series), Teasing Eve (a story of denial and release): Servants of the Hartly Barn: Book Three,

Faced with the task of redesigning the Taurus, America's best-selling car and the flagship of its fleet, Ford Motor Company assembled designers, engineers.

Car: A Drama of the American Workplace. On the third Monday in May, , a shiny black Lincoln Town Car pulled up to a low metal shed at Ford Motor.

Car: a drama of the American workplace. by Walton, Mary, Publication date Topics Ford Motor Company, Taurus automobile.

In her acknowledgments, Walton says she envisioned this book as less a technical treatise than the story of the people who make and market the cars, touching. The first book up for discussion is "Car: A Drama of the American Workplace". Mary Walton's look at the development of the DN Taurus was. All about Car: A Drama of the American Workplace by Mary Walton. LibraryThing is a cataloging and social networking site for booklovers.

The Paperback of the Car: A Drama of the American Workplace by Mary Walton at Barnes & Noble. FREE Shipping on \$ or more!. eyecareprofessions.com: Car: A Drama of the American Workplace () by Mary Walton and a great selection of similar New, Used and Collectible Books. Car. A Drama of the American Workplace. Mary Walton (Author). Sign up for the It's rare to find an auto book that explains the process of creating a car with so. The newest entry in the burgeoning genre of behind-the-scenes auto books. Journalist Walton (Deming Management at Work,) here turns. Car: A Drama of the American Workplace by Mary Walton A readable copy. All pages are intact, and the cover is intact. Pages can include considerable notes-in .

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