

1. Record Nr.	UNINA9910466388903321
Autore	Naughton Keith
Titolo	Reckoning to Revival [[electronic resource]] : How American Workers Rebuilt an Industry
Pubbl/distr/stampa	Hoboken, : John Wiley & Sons, Incorporated, 2014
ISBN	1-118-93656-6
Descrizione fisica	1 online resource (80 p.)
Collana	Bloomberg
Disciplina	338.7/62920973
Soggetti	Automobile industry and trade -- Michigan -- Detroit -- History Automobile industry and trade General Motors Corporation -- Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	""RECKONING TO REVIVAL""; ""Contents""; ""INTRODUCTION: How U.S. Workers Rebuilt an Industry""; ""CHAPTER 1 Buckle Up: The Potholes Stay Where They Are""; ""CHAPTER 2 Offa€?Road: The SUVa€?s Ride from Peak to Valley""; ""CHAPTER 4 Rearview: Obstacles Closer Than They Appear""; ""CHAPTER 5 Done Dealership: Collateral Damage to a War Hero""; ""CHAPTER 6 Idling: Father and Son Live Through Layoffs""; ""CHAPTER 7 Recall: Insourcing Workers from Detroit""; ""CHAPTER 8 Trim: Moving the Assembly Line Outside""; ""CHAPTER 9 High Gear: A New Jeep Every Minute"" ""CHAPTER 10 Differential: The Divide over Wages""""CHAPTER 11 Ignition: a€œlsna€?t That What America Is All About?a€?""; ""Posta€? Crash Site: Five Scenes of a New Life""; ""Index""; ""EULA""
Sommario/riassunto	A special report on the resurgence of the Detroit auto industry using the Chrysler Jeep plant at Jefferson North as a focal point. The report centers on the characters behind the plant and the new technology it is using for manufacturing cars, while also looking at the economic desperation of the neighborhood in which the Jeep plant sits.