

1. Record Nr.	UNINA9910779137203321
Autore	Taylor Alex <1945->
Titolo	Sixty to zero [[electronic resource] ] : an inside look at the collapse of General Motors, and the Detroit auto industry / / Alex Taylor III ; foreword by Mike Jackson
Pubbl/distr/stampa	New Haven [Conn.], : Yale University Press, c2010
ISBN	0-300-15888-2
Descrizione fisica	1 online resource (192 p.)
Altri autori (Persone)	JacksonMike
Disciplina	338.7/62920973
Soggetti	Automobile industry and trade - Michigan - Detroit - History Bankruptcy - Michigan - Detroit - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	GM at the peak -- Growing up in the car-crazy fifties -- Cracks in GM's edifice -- Insecure colossus: the Roger Smith era -- Ford speeds up -- The Saturn moonshot -- Lee Iacocca, blemishes and all -- Bob Stempel and the crisis of '92 -- Jack Smith's unfinished revolution -- Bob Eaton's big score -- GM on cruise control -- Succession battles at Ford -- Wagoner takes over -- Nasser, Ford, and Mulally -- The legend of Lutz -- The uneven legacy of Lee -- GM's inexorable collapse -- The end of the road.
Sommario/riassunto	The collapse of General Motors captured headlines in early 2009, but as Alex Taylor III writes in this in-depth dissection of the automaker's undoing, GM's was a meltdown forty years in the making. Drawing on more than thirty years of experience and insight as an automotive industry reporter, as well as personal relationships with many of the leading players, Taylor reveals the many missteps of GM and its competitors: a refusal to follow market cues and consumer trends; a lack of follow-through on major initiatives; and a history of hesitance, inaction, and failure to learn from mistakes. In the process, he provides lasting lessons for every executive who confronts the challenges of a changing marketplace and global competition. Yet Taylor resists condemning GM's leadership from the privileged view of hindsight. Instead, his account enables the reader to see GM's decline through the eyes of an insider, with the understanding that corporate decision-

making at a company as large as General Motors isn't as simple as it may seem. Taylor's book serves as a marvelous case study of one of the United States' premier companies, of which every American quite literally now holds a share.

2. Record Nr.	UNINA9910811259603321
Autore	Seigel Jerrold E.
Titolo	Rhetoric and philosophy in Renaissance humanism : the union of eloquence and wisdom, Petrarch to Valla / / Jerrold E. Seigel
Pubbl/distr/stampa	Princeton, New Jersey : , : Princeton University Press, , 1968 ©1968
ISBN	0-691-64922-7 1-4008-7882-9
Descrizione fisica	1 online resource (289 p.)
Collana	Princeton Legacy Library
Disciplina	144
Soggetti	Rhetoric, Renaissance Philosophy, Renaissance Humanists Humanism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front matter -- PREFACE -- INTRODUCTION -- CONTENTS -- PART ONE. PHILOSOPHY AND THE HUMANIST DEFENSE OF RHETORIC -- CHAPTER I. RHETORIC AND PHILOSOPHY : THE CICERONIAN MODEL -- CHAPTER II. IDEALS OF ELOQUENCE AND SILENCE IN PETRARCH -- CHAPTER III. WISDOM AND ELOQUENCE IN SALUTATI , AND THE " PETRARCH CONTROVERSY" OF 1405-1406 -- CHAPTER IV. LEONARDO BRUNI AND THE NEW ARISTOTLE -- CHAPTER V. LORENZO VALLA AND THE SUBORDINATION OF PHILOSOPHY TO RHETORIC -- PART TWO SOME CONTEXTS OF PETRARCHIAN HUMANISM -- CHAPTER VI. RHETORIC AND PHILOSOPHY IN MEDIEVAL CULTURE -- CHAPTER VII. FROM THE DICTATORS TO THE HUMANISTS -- CHAPTER VIII. THE INTELLECTUAL AND SOCIAL SETTING OF THE HUMANIST MOVEMENT --

## CONCLUSION -- INDEX

---

### Sommario/riassunto

The combination of rhetoric and philosophy appeared in the ancient world through Cicero, and revived as an ideal in the Renaissance. By a careful and precise analysis of the views of four major humanists- Petrarch, Salutati, Bruni, and Valla-Professor Seigel seeks to establish that they were first of all professional rhetoricians, completely committed to the relation between philosophy and rhetoric. He then explores the broader problem of the "external history" of humanism, and reopens basic questions about Renaissance culture. He departs from the views held by such scholars as Hans Baron and Lauro Martines and expands the conclusions suggested by Paul Oskar Kristeller. The result is a stimulating, controversial study that rejects some of the claims made for the humanists and indicates achievements and limitations. Originally published in 1968. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

---