

1. Record Nr.	UNINA9910786441303321
Autore	MacDonald Larry
Titolo	The Bombardier story [[electronic resource]] : from snowmobiles to global transportation powerhouse // Larry MacDonald
Pubbl/distr/stampa	Mississauga, Ont., : John Wiley & Sons Inc., c2013
ISBN	1-283-87020-7 1-118-48501-7
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (338 p.)
Disciplina	338.7629046 338.76292
Soggetti	Bombardiers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Bombardier Story: From Snowmobiles to Global Transportation Powerhouse; Contents; Acknowledgments; A Brief History of Bombardier Inc.; Preface; Introduction: The Rise of a Corporation; A Meteoric Rise; The Architects of Success; Bombardier Today; PART ONE; Chapter 1: Joseph-Armand Starts a Company: The 1940's and 1950's; Humble Beginnings; The Bombardier Snowmobile; Inventions and Innovations; Chapter 2: The Ski-Doo Adventure: The Golden Age of the 1960's; The Family Takes Over; A Marketing Renewal; Ski-Doo Fever; Vertical Integration; The First Sea-Doo; PART TWO Chapter 3: Diversify or Die: The 1970's A Challenging Decade; Taking a New Turn: Rail Transportation; The Montreal Subway; The Acquisition of MLW-Worthington; Chapter 4: The Deal of the Century: The New York City Subway (1982); A Golden Opportunity; A Contested Victory; The Tools for Success; The Royer Way of Doing Things; The BMS; A Major Breakthrough; Tempest in a Teapot; The Value of Proven Technologies; A Welcome Boost; Chapter 5: New Frontiers: Transportation in the 1980's and 1990's; The North American Market; Full Speed Ahead; A Rocky Start for the LRC The Vagaries of High-Speed in America The Disney Monorail; The Acquisition of UTDC; Capturing the European Market; The Chunnel Odyssey; Taking Over by Storm: From Talbot to Adtranz; PART THREE; Chapter 6: Aerospace Takes Off; A Bold Move; Early Attempts to

Diversify: The Automotive Sector; The Acquisition of Canadair (1986); Good Things Come in Threes: Shorts, Learjet, and de Havilland; Portrait of a Turnaround Artist; Power in Numbers: Synergizing Operations; Chapter 7: Revolution in the Sky: The Move Toward Regional Jets; The Rise of Airline Hubs From Challenger to CRJ A New Captain Steers Aerospace Group; Bombardier Takes Off; Dogfight in the Clouds; Inside the Pro-ex Saga; An Affair of State; Government Support; Chapter 8: Spreading Its Wings; The Global Express Business Jet (1991-1996); Diversification Delivers; PART FOUR; Chapter 9: Two Turbulent Decades at Valcourt; The Ski-Doo Loses Speed; Pierre Beaudoin and the Return of the Sea-Doo (1988); Extreme Snowmobiling and Innovation; Acquisition of Outboard Marine Corporation (2001); Chapter 10: Lessons in Strategic Governance; The Eminence Grise Decentralization Management Tools; An Evolving Structure; Chapter 11: Handing Over the Reins; Robert Brown Takes Charge; The Impact of September 2001; Tellier Joins Bombardier; An Unexpected Comeback; Pierre Takes the Helm and C-Series Aircraft Takes Off; Laurent Beaudoin's Legacy; Endnotes; Supplemental Images; Index

Sommario/riassunto

The story of the company that was founded by the inventor of the snowmobile In 1942, Joseph-Armand Bombardier invented the snowmobile and founded his company to manufacture them. From its humble beginnings as an entrepreneurial company in rural Quebec, led by an enterprising inventor, Bombardier Inc. has emerged as a global leader in the transportation industry. This book tells the fascinating tale of this remarkably well managed company that has enjoyed spectacular growth in its chosen markets through strong leadership and management strategy, succession planning, strategic
