

1. Record Nr.	UNINA9910787343503321
Autore	Colby Laura
Titolo	Road to power : how GM's Mary Barra shattered the glass ceiling // Laura Colby
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley : , : Bloomberg Press, , 2015 ©2015
ISBN	1-118-97265-1 1-118-97266-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (200 p.)
Collana	Bloomberg
Classificazione	BIO003000BUS000000
Disciplina	338.7/629222092
Soggetti	Automobile industry and trade - United States Women executives Businesswomen
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Road to Power; Contents; Preface; Notes; Acknowledgments; Introduction: Dodges La Femme: Women and Cars; Notes; 1 The Firebird: A Childhood Dream; Notes; 2 The Red Chevette: Driving Lessons; Notes; 3 The Fiero: Trial by Fire; Notes; 4 Chevy Blazer: Groundbreaking Laws; Notes; 5 Chevy Malibu: Expanding Vistas; 6 Buick Skylark: A View from the Top; Notes; 7 Oldsmobile Intrigue: Hearts and Minds; Notes; 8 Buick LeSabre: Fixing Hamtramck; Notes; 9 Chevy Avalanche: The Road to Ruin; Notes; 10 The Volt: Shocked into Action; Notes; 11 Chevy Cruze: "No More Crappy Cars"; Notes 12 Chevy Cobalt: End of the HoneymoonNotes; 13 Cadillac Escalade: Climbing Back; Notes; 14 Buick Encore: Finding the Next Mary Barra; Notes; Afterword; Note; Appendix: Barra Biography; Bibliography; About the Author; Index; Supplemental Images; EULA
Sommario/riassunto	"Follow a pioneer's journey from factory floor to CEO Road to Power is the story of how Mary Barra drove herself to the pinnacle of a company that steers the nation's wealth. Beginning as a rare female electrical engineer and daughter of a General Motors die maker, Barra spent more than thirty years building her career before becoming the first woman to ever lead a global automaker. With \$155 billion in sales and

200,000 employees, GM is widely considered to be a proxy for the U.S. economy, making Barra's position arguably the most important corporate role a woman has ever held. This book describes the personal character, choices, and leadership style that enabled her to break through the glass ceiling. When 52-year-old Mary Barra was named CEO of General Motors in 2013, only people outside of the company were surprised. She had done everything from working on the factory floor to overseeing manufacturing, from improving union relations to paring down bureaucracy, and from running human resources to helping drag the company back from its 2009 bankruptcy. This book details each step of her career, and the lessons she learned along the way. Learn how Mary Barra's willingness to take on diverse assignments helped steer her career trajectory. Examine the fine details of Barra's management style and her ability to relate to colleagues. Discover the qualities and experiences Barra had that drove her to lead this male-dominated profession. Study the valuable lessons Barra learned at each stage in her professional life, and why they stuck with her throughout her journey to the top. Barra is most certainly a pioneer for women in business, but she's also a living lesson as to how far the right outlook, skills, and drive can take you in your career. Road to Power explores the talent and the mindset that got her all the way to the top"--
