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| Nota di contenuto | Cover; The Decline of the British Motor Industry; Title Page; Copyright Page; Table of Contents; List of Tables; List of Figures; Preface; 1. Introduction; 2. The Nature of the Post-war Motor Industry; 3. Post-war Developments: An Apparent Success, 1945-52; 4. Modest Progress, 1953-59; 5. Feeling the Squeeze: Stagnation, 1960-69; 6. Succumbing to Pressure: Decline, 1970-75; 7. Recent Development: Starting Again in a New Order, 1976-79; 8. Conclusion; Selected Bibliography; Index |
| Sommario/riassunto | First published in 1980, this book considers the British motor industry over the period between 1945 and 1979, analysing the ways in which the industry suffered a considerable decline in the post-war era, when compared to motor industries of other countries or to most other British industries. Rather than blaming labour and management, as has frequently been the case, the author argues that the decline can be traced back to poor government policy. Tracing how, when and where government policies affected the industry, the book examines policies clearly directed at the motor industry, |