Record Nr. UNINA9910970051903321 Autore Naughton Keith **Titolo** Reckoning to Revival: How American Workers Rebuilt an Industry Pubbl/distr/stampa Hoboken,: John Wiley & Sons, Incorporated, 2014 **ISBN** 9781118936566 1118936566 Edizione [1st ed.] 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 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. ""RECKONING TO REVIVAL""; ""Contents""; ""INTRODUCTION: How U.S. Nota di contenuto 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€celsna€?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.