

1. Record Nr.	UNISA996247917603316
Autore	Clarke Sally H
Titolo	Trust and power [[electronic resource]] : consumers, the modern corporation, and the making of the United States automobile market / / Sally H. Clarke
Pubbl/distr/stampa	New York, N.Y., : Cambridge University Press, c2007
ISBN	0-511-09869-3
Collana	ACLS Humanities E-Book
Disciplina	338.4/762920973
Soggetti	Automobile industry and trade - United States - History Automobile industry and trade - History - United States Business & Economics Industries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title page screen of July 13, 2007. "This electronic book contains the following additional features not available in the print version: 25 [?] additional images, links to informational resources on the Web, film clip."--Copyright and Permissions.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Risks of innovation, risks of injury -- New firms and the problem of social costs -- Corporate strategies and consumers' loyalty -- Engineering a mass product -- A machine age aesthetic -- The franchised car dealer and consumers' marketing dilemma -- Automobiles and institutional change -- Conclusion.