

Performance Evaluation Of Maruti Suzuki India Limited An

This magazine is a specialist motoring magazine, we have always catered to the enthusiast in you and brought an unadulterated view of the world of motoring. Sharp, sassy, clean, wittier and edgier than ever before. Drive it home today!

In the new millennium the increasing expectation of customers and products complexity has forced companies to find new solutions and better alternatives to improve the quality of their products. Lean and Six Sigma methodology provides the best solutions to many problems and can be used as an accelerator in industry, business and even health care sectors. Due to its flexible nature, the Lean and Six Sigma methodology was rapidly adopted by many top and even small companies. This book provides the necessary guidance for selecting, performing and evaluating various procedures of Lean and Six Sigma. In the book you will find personal experiences in the field of Lean and Six Sigma projects in business, industry and health sectors.

Countries that have sustained rapid growth over decades have typically had a strong public commitment to expanding education as well as to improving learning outcomes. South Asian countries have made considerable progress in expanding access to primary and secondary schooling, with countries having achieved near-universal enrollment of the primary-school-age cohort (ages 6+–11), except for Afghanistan and Pakistan. Secondary enrollment shows an upward trend as well. Beyond school, many more people have access to skilling opportunities and higher education today. Although governments have consistently pursued policies to expand access, a prominent feature of the region has been the role played by nonstate actors—private nonprofit and forprofit entities—in expanding access at every level of education. Though learning levels remain low, countries in the region have shown a strong commitment to improving learning. All countries in South Asia have taken the first step, which is to assess learning outcomes regularly. Since 2010, there has been a rapid increase in the number of large-scale student learning assessments conducted in the region. But to use the findings of these assessments to improve schooling, countries must build their capacity to design assessments and analyze and use findings to inform policy.

The conference on ‘Interdisciplinary Research in Technology and Management’ was a bold experiment in deviating from the traditional approach of conferences which focus on a specific topic or theme. By attempting to bring diverse inter-related topics on a common platform, the conference has sought to answer a long felt need and give a fillip to interdisciplinary research not only within the technology domain but across domains in the management field as well. The spectrum of topics covered in the research papers is too wide to be singled out for specific mention but it is noteworthy that these papers addressed many important and relevant concerns of the day.

‘T-R-E-A-T’ Leadership for ‘L-E-A-P’ in a Knowledge-Based World

Managing the Digital Firm

Role of Boards

Building, Managing and Strategising for Corporate Excellence

Company law, SEBI Guidelines, Corporate Governance

The Selected Essays of Geoffrey Whittington

Six Sigma

This book includes the basics of Marketing Management which is essential for any university course. Includes topics like Marketing Environment, Market planning, Marketing mix, Product life cycle, market research, segmentation, targeting, positioning, Marketing research, testing and launching, promotion mix, consumer behavior etc. and other topics

This book examines the problem of managing the flow of materials into, through, and out of a system in order to improve the efficiency and effectiveness of materials management.

The subject is crucial for global competitive advantage, as materials constitute the largest single cost factor in manufacturing and service, and their effective management enhances value for money. In this context, inventory is a barometer of materials management effectiveness, along with wastage of materials. The book adopts a comprehensive, integrated systems approach and covers almost all aspects of materials, considering the specification, procurement, storage, handling, issue, use and accounting of materials to get the most out of every dollar invested. Combining conceptual clarity and quantitative rigor, it will be a highly useful guide for practicing managers, academics and researchers in this vital functional area.

Supply Chain Management is essential for creating value for both customers and stakeholders. Effective supply chains help organizations to compete in both global and domestic markets. Supply Chain Management: Text and Cases addresses these issues in seven parts, which deal with the basics of the supply chain, sub-systems of the supply chain, tactical and operational decisions, strategic approach to the supply chain, measurements, controls and sustainability practices.

MNEs setting up subsidiaries in emerging markets face the ongoing question to what extent they can transfer their home-grown or global organizational models. This book looks at how the cross-border transfer of production models in MNEs is related to strategic choices of firms and different kinds of contextual differences between countries.

Crafting Customer Experience Strategy

Projects and Personal Experiences

Ready to Learn

The Maruti Story

Alan Mulally and the Fight to Save Ford Motor Company

Marketing Management, 3rd Edition

How Good Jobs Went Bad and What We Can Do about It

'What do millennials want?' is a big question facing organization these days. HR managers are looking for recruitment strategies that can help achieve the optimal person – organization fit. Several organizations have already started implementing innovative practices to attract and retain millennials. They are unique in their characteristics and consumption pattern. Millennials are known to have forced several organization to adapt the workplace and work environment. Their varied ways of life are also reflected in their work settings. Millennials enter the workforce with unique needs, characteristics, expectations and personalities. These differences pave the way for new challenges that contemporary organizations encounter on a regular basis. This book demystifies the problems faced by HR managers and recruiters when hiring and working with millennials. It offers descriptive and prescriptive insights on leveraging the millennial talent. How do you lead, motivate and inspire individuals who are as knowledgeable as you are? How do you lead individuals who are knowledge creators (innovators, scientists, academicians, entrepreneurs, etc.) and whose core task is to create something new? While we live in a world that is becoming increasingly automated, humans will continue to dominate one significant kind of work-knowledge work. Knowledge workers can be found in professions like education, consulting, engineering, architecture, design, art and R&D. First among Equals describes the 'T-R-E-A-T' framework of leadership that is a combination of five behavioural traits-task-orientation, relation-orientation, empowering, authenticity and team-building. By presenting real-life examples of leaders from India, the book describes how the 'T-R-E-A-T' leadership affects the 'L-E-A-P' (learning, enjoyment, autonomy and performance) of knowledge workers and impacts their perceptions of fairness, creating positive psychological capacities and generating autonomous motivation. Leaders of knowledge workers have to consider themselves as 'first among equals' in order to be effective in a knowledge work context.

This open access book analyses intellectual property and innovation governance in the development of six key industries in India and China. These industries are reflective of the innovation and economic development of the two economies, or of vital importance to them: the IT Industry, the film industry, the pharmaceutical industry, plant varieties and food security, the automobile industry, and the sharing economy. The analysis extends beyond the domain of IP law, and includes economics and policy analysis. The overarching concerns of the book are how the examined industries have developed in the two countries, what role state innovation policy and/or IP policy has played in such development, what the nature of the state innovation policy/IP policy is, whether such policy has been causal, facilitating, crippling, co-relational, or simply irrelevant, and whether there is a possibility of synergy between the two economies. The book also inquires as to why and how one specific industry has developed in one country and not in the other, and what India and China can learn from each other. The book provides a real-life understanding of how IP laws interact with innovation and economic development in the six selected economic sectors in China and India. The reader can also draw lessons from the success or failure of these sectors. --

Includes Eastern worker labour reports [of Court decisions and awards].

Socio-Economic Change and the Broad-Basing Process in India

Eastern Worker

An Integrated Systems Approach

Before School, In School, and Beyond School in South Asia

Building Sustainable Competitive Edge

Concepts, Practices and Strategies for Organisation Success

Research in Consumer Behavior

About the Book Independent Directors require a special set of skills, attitude and mindset to act independently and take unbiased, neutral views on matters before them in the Board. In order to provide and invigorate basic knowledge in corporate laws, upgrade and evaluate the required skills of Independent Directors and to prepare a databank of such qualified and eligible persons, the rules necessitate to have a Data-bank in place. The Ministry of Corporate Affairs in consonance with Companies (Creation and Maintenance of databank of Independent Directors) Rules, 2019 and Companies (Appointment and Qualification of Directors) Amendment Rules, 2019, empanels Directors that are registered with them and have passed the Online Proficiency Self-Assessment Test. MCA has authorised the Indian Institute of Corporate Affairs (IICA) to maintain the Data-bank as well as conduct the Online Proficiency Self-Assessment Test. This book covers the entire gamut of syllabus for the purpose of the Online Proficiency Self-Assessment Test. It has been divided into 4 parts and 36 chapters. Part-I details Syllabus, scheme, scope and text of relevant Notifications. Part-II encompasses 36 chapters covering over 1700 Multiple Choice Questions (MCQs) on all these topics including case studies. The chapters also contain the answer key for self-assessment. Part-III contains the text of relevant provisions/extracts of Companies Act 2013, Company Rules, SCRA, SEBI guidelines etc. Part-IV integrates extracts of Indian and International Corporate Governance Codes/ Guidelines for reference and further readings. Key Features A useful guide for Independent Director aspirants appearing for online proficiency self assessment test. Covers entire syllabus viz, company law, SEBI guidelines, corporate governance etc. Includes case studies. Over 1700 Multiple Choice Questions (MCQs) with answer key. Author's own experiences and learning as Independent Director shared in MCQs. Useful for other MBA/Commerce/Corporate Governance students.

Research Methodology is an important area of study in graduate and post-graduate courses for Management, Commerce, Engineering, Law and Technology etc. The present book 'Research Methodology for Management and Social Sciences' Provides extensive details about the various aspects of Research Methodology.

This book offers a new concept of inclusion of the marginalised in India — the Broad-basing Process. The author examines how through this process increasing

numbers of marginalised social groups can enter into the social, political and economic mainstream and progressively derive the same advantages from society as the groups already part of it. The book critically reviews how the broad-basing process has worked in the past in India both before and after its independence. It examines how social groups like Dalits, OBCs, Muslims, women and the labour class have fared, and how far economic development, urbanisation, infrastructure development and the digital revolution have helped the marginalised and promoted broad-basing. It also offers mechanisms to speed up broad-basing in poorer economies. A first of its kind, this volume will be useful for scholars and researchers of political studies, sociology, exclusion studies, political economy and also for general readers.

Covers the contemporary practices of performance appraisal, as well as the fresh approach of performance management. This book presents a framework for thinking and operationalising performance management for practicing managers and students.

An Indian Prospective

The Maruti-Suzuki Joint Venture

Applications and Exercises

Management Information Systems

Corporate Reputation Decoded

First among Equals

Valuation

Presents consumer research across both positivist and interpretivist methods. This title deals with such topics as: organic food consumption, luxury goods consumption by Chinese consumers, country of manufacture effects on product quality perceptions, and the nature and effects of cool consumption.

Why too much work and too little time is hurting workers and companies—and how a proven workplace redesign can benefit employees and the bottom line Today's ways of working are not working—even for professionals in "good" jobs. Responding to global competition and pressure from financial markets, companies are asking employees to do more with less, even as new technologies normalize 24/7 job expectations. In Overload, Erin Kelly and Phyllis Moen document how this new intensification of work creates chronic stress, leading to burnout, attrition, and underperformance. "Flexible" work policies and corporate lip service about "work-life balance" don't come close to fixing the problem. But this unhealthy and unsustainable situation can be changed—and Overload shows how. Drawing on five years of research, including hundreds of interviews with employees and managers, Kelly and Moen tell the story of a major experiment that they helped design and implement at a Fortune 500 firm. The company adopted creative and practical work redesigns that gave workers more control over how and where they worked and encouraged managers to evaluate performance in new ways. The result? Employees' health, well-being, and ability to manage their personal and work lives improved, while the company benefited from higher job satisfaction and lower turnover. And, as Kelly and Moen show, such changes can—and should—be made on a wide scale. Complete with advice about ways that employees, managers, and corporate leaders can begin to question and fix one of today's most serious workplace problems, Overload is an inspiring account about how rethinking and redesigning work could transform our lives and companies.

Introduction To Marketing 1 - 42 2. Emerging Issues In Marketing 43 - 66 3. Marketing Environment And Demand Forecasting 67 - 81 4. Consumer Behavior And Market Segmentation 82 - 119 5. Product Decisions 120 - 152 5.1. Product-Related Strategies 153 - 174 6. Pricing Decisions 175 - 189 7. Market Promotion Mix 190 - 198 7.1. Advertising 199 - 235 7.2. Personal Selling And Sales Force Management 236 - 262 7.3. Sales Promotion 263 - 268 7.4. Publicity And Public Relations 269 - 283 8. Physical Distribution And Channel Of Distribution 284 - 305 9. Marketing Information System And Marketing Research 306 - 341 10. Rural Marketing 342 - 357 11. Marketing Of Services 358 - 264 12. Elements Of Retailing 365 - 387 13. International Marketing 388 - 399 14. Marketing Control 400 - 413 15. Analysing Competition 414 - 430 16. Case Study - Marketing Cases And Analysis 431 - 448 17. Project Report In Marketing - Practical Study 449 - 469 Bibliography

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes

new opening, closing, and Interactive Session cases.

Performance Management

Hybridization of MNE Subsidiaries

Proceedings of the International Conference on Intelligent Vision and Computing (ICIVC 2021)

Digital Marketing Essentials You Always Wanted to Know

Performance Appraisal

INNOVATION, ECONOMIC DEVELOPMENT, AND INTELLECTUAL PROPERTY IN INDIA AND

How to Recruit, Incentivize and Retain Millennials

The 71 exercises in this book can help you provide students and trainees with the practical experience and knowledge needed to succeed in real-world situations. Drawing from over 20 years of cultural training experience, the author has assembled a diverse number of engaging exercises that can be quickly implemented with minimal effort. Self-administered questionnaires, focused interviews, and pro and con debates are just a few of the wide range of activities you can use to enrich the classroom.

Crafting Customer Experience Strategy: Lessons from Asia looks at how Customer Experience Management can be vital in providing a competitive advantage for businesses. This is a book for marketing scholars and practitioners looking for insights into improving their customers' experiences.

An extraordinary and rare insight into how a few determined entrepreneurs created an icon... - C. K. Prahalad
The targets were stupendous and considered unachievable by almost everyone. It took two years to find a suitable partner, finalize all legal documentation, get governmental approval to these agreements as well as to the investment proposals, build a factory, develop a localization regulations, create a sales and service network, and develop and launch a people's car that would sell 100,000 a year, in a sector where Indian expertise was limited. An underdog sector company, having to follow all governmental systems and procedures, and having to please both its masters in the government and Suzuki Motor Corporation. However, the Maruti revolutionized the industry and put a country on wheels. Suddenly, ordinary middle-class men and women could aspire to own a modern and affordable car, and the steep sales targets were easily met. Twenty-six years later, the company, now free of government controls and facing competition from the world's major car manufacturers, entered the Indian market, still leads the way. Not only that, cars made by Maruti can be seen in all continents. By any yardstick, it is an incredible story, involving grit, management, and entrepreneurship of a high order. R.C. Bhargava, who was at the helm of the company, and is currently its chairman, co-writing with senior journalist and author Seetha, shows how Maruti is a riveting account of a landmark achievement.

This book gathers outstanding research papers presented at the International Conference on Intelligent Vision and Computing (ICIVC 2021), held online during October 03-04, 2021, organised by Sur University, Oman. The book presents novel contributions in intelligent vision and computing and serves as reference material for beginners and advanced research. Topics include intelligent systems, intelligent data analytics and computing, intelligent vision and applications, collective intelligence, soft computing, optimization, cloud computing, machine learning, robotics, data science, data security, big data analytics, and signal natural language processing.

An Organizational Perspective

Profitability, Accounting Theory and Methodology

Marketing Management

How A Public Sector Company Put India On Wheels

January 2018

Guide for Independent Directors

Interdisciplinary Research in Technology and Management

Valuation: Theories and Concepts provides an understanding on how to value companies that employ non-standard accounting procedures, particularly companies in emerging markets and those that require a wider variety of options than standard texts provide. The book offers a broader, more holistic perspective that is perfectly suited to companies and worldwide markets. By emphasizing cases on valuation, including mergers and acquisition valuation, it responds to the growing expectation that students and professionals must generate comprehensive perspectives based on thorough investigations and a library of valuation theories. Readers will gain a better understanding of the development of complete analyses, including trend analysis of financial parameters, ratio analysis, and differing perspectives on valuation and strategic initiatives. Case studies include stock market performance and synergies and the intrinsic value of the firm are compared with offer price. In addition, full data sets for each chapter are available online. Provides an understanding on how to value companies that employ non-standard accounting procedures, particularly companies in emerging markets Gives readers the ability to compare the intrinsic value of the firm with the offer price Showcases a variety of valuation techniques and provides details about handling each part of the valuation process Each case has data in excel spreadsheets for all companies, and data sets for each chapter are available online
Beginning of 21st century, there is various facet of marketing. The fundamental of marketing is utilized in every aspect. The marketing

trends are making the marketers assimilate the innovations into marketing realities. The definitive impact is seen in the market place. Today companies are using the mode of application of innovations in product solution for the customer problems. Marketing is changed a lot from 1960's. The fundamental topics such as segmentation, targeting, positioning still used by companies though there are new contemporary trends in marketing. Service market has grown significantly in this liberalized economy. Customers look for experiences while consuming. Customer lifestyle has changed substantially. New Indian customers graduating for nuclear family values, owning number of brands, having shopping experiences in retail outlet, flying in Airline, watching movies in multiplexes, food in good restaurant, pleasant stay in good hotel and health checkup in healthcare centers are becoming ices, properties, persons, places, events, information, ideas or organization is of interest to everyone. Customer feedback is implemented by the companies. Even the companies are tracking how many customers are clicking on what in webpage, and how many advertisements they are seeing. It makes marketers plan their market offerings. India's image now that it is able to provide services for the products augurs well for the country. Every chapter in this book explains in detail about fundamentals, challenges and contemporary issues. This book represents relevant topics for insightful marketing for the new century.

Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR-company's stakeholders, situations demanding CR interventions, and the impact of a company's culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data that can be generated (Big Data), adds to the complexity of marketing decisions, but also lets you understand your market better than ever before. Digital Marketing Essentials You Always Wanted To Know includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance. Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, Digital Marketing Essentials will help you achieve your goals.

Bibliography of Asian Studies

Supply Chain Management: Text and Cases

Materials Management

Business World

Proceedings of the International Conference on Interdisciplinary Research in Technology and Management (IRTM, 2021), 26-28 February, 2021, Kolkata, India

Lessons from Asia

Productivity

An important scholar in the history of accounting, Geoffrey Whittington's numerous articles cover a broad spectrum of the field and are both sharply insightful and extremely significant. He has made important contributions to the topics of inflation accounting, accounting theory and methodology and standard-setting, and he has conducted a number of valuable empirical studies. This remarkable collection pulls together essays and articles and encompasses his work on empirical studies based on company accounts, specification of empirical models, price change accounting, taxation and regulation, and regulation of accounting and auditing. Accompanied by a new introduction and conclusion, this significant volume will be extremely useful for historians of accounting as well as accountancy practitioners and researchers.

The book is a compelling inquiry into a topic which impacts all companies but stays shrouded in mystery of what ails boards and how they can add value. The Role of Boards explores the issues and challenges that afflict Indian boards, unravels the array of key strategic weapons for winning the corporate war and proposes action steps for architecting a sustainable competitive edge. Packed with signposts, strategic checklist and principles to guide management and organizations towards sustainable corporate excellence and national development, the book is the new boardroom bible in the emerging post-pandemic and technologically disruptive world. It starts with an examination of the ground realities of Indian organizations and the way in which selfishness, scams and scandals are destroying value, hurting stock markets, increasing the gap between the rich and poor and reducing trust. It then conceptually studies the role of various pillars which can be leveraged for building

sustainable competitive edge in organizations: continuous innovation, customer centricity, cost and quality leadership, speed to the market, agility, organizational ambidexterity, people power, ethical governance and strategic leadership. To enhance boardroom governance, the book advocates path breaking recommendations especially in terms of its composition, competence, agenda, decision-making and attention to strategic matters apart from the traditional focus on conformance and compliance. The book is unique in its study of Indian boards from the behavioural point of view. It is the first-of-its-kind to have used the actor approach to examine the nuances and facets of boardroom realities in India and makes recommendations from that vantage point. The book is contextual, rooted in Indian realities, futuristic and recommendatory for enabling corporate India to contribute to the ambitious national endeavour of Atmanirbharta—self-reliant and self-sufficient India. A New York Times, Wall Street Journal, USA Today, Amazon Bestseller Reverse Innovation is the new business idea everyone is talking about. Why? Because it presents the blueprint for scaling growth in emerging markets, and importing low-cost and high impact innovations to mature ones. Innovation is no longer the exclusive domain of the Silicon Valley elite. Reverse Innovation will open your eyes to the fact that the dynamics of global innovation are changing—and if you want your firm to survive, you'd better pay attention. The gap between rich nations and emerging economies is closing. No longer will innovations travel the globe in only one direction, from developed to developing nations. They will also flow in reverse. CEOs of the world's most influential companies agree and have cited Reverse Innovation as their playbook for the next generation of global growth. Authors Vijay Govindarajan and Chris Trimble of the Tuck School of Business at Dartmouth explain where, when, and why reverse innovation is on the rise and why the implications are so profound. Learn how to make innovation in emerging markets happen and how such innovations can unlock even greater opportunity throughout the world. You'll follow some of the world's leading companies (including GE, Deere & Company, P&G, and PepsiCo) through stories that illustrate exactly what works and what doesn't. If you're in a Western economy, you need to accept that the future lies far from home. But the idea is not just for Western audiences. If innovation is at the heart of your company or your career, no matter where you practice business, Reverse Innovation is a phenomenon you need to understand. This book will help you do that. In today's socially networked and highly competitive world, it is imperative that marketers are always truthful because customers eventually find out if they have been misled. This can lead to their angst with the company going viral, thereby destroying the company's reputation. Marketing Management advocates 'marketing based on absolute truth'. Also brand image is sensitive to market sentiments. Brands can be in danger: one wrong product or one shoddy campaign can destroy a brand built over years. Companies must align everything that they do with the core spirit of their brands. Further, when everything seems to go digital, it is important that marketers keep in mind that customers are primarily interested in their products/services. The book advocates that superior products and services will always be central to marketing. Key Features Best Practices • Researched, implemented, and result-driven practices taken from leading companies across diverse industries throughout the world • Marketers can adopt these practices to elevate individual and organizational performance Corporate Insights • Examples of marketing concepts being implemented by well-known Indian companies and brands • Latest moves of companies and brands as they cope with competition and environment Case Studies • A brief case study after each chapter, focusing on specific issues dealt within the chapter Specialized Questions • Questions meant to make students ponder upon various aspects of marketing and challenge the existing paradigms

Multinational Corporations Venturing into Emerging Markets

Japan Enters Indian Industry

Motoring World

Theories and Concepts

The Automotive Sector in India

Overload

Create Far From Home, Win Everywhere

This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader's understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

THE INSIDE STORY OF THE EPIC TURNAROUND OF FORD MOTOR COMPANY UNDER THE LEADERSHIP OF CEO ALAN MULALLY. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. On the verge of collapse, Ford went outside the auto industry and recruited Mulally—the man who had already saved Boeing from the deathblow of 9/11—to lead a sweeping restructuring of a company that had

been unable to overcome decades of mismanagement and denial. Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in Dearborn. He also convinced the United Auto Workers to join his fight for the soul of American manufacturing. Bryce Hoffman reveals the untold story of the covert meetings with UAW leaders that led to a game-changing contract, Bill Ford's battle to hold the Ford family together when many were ready to cash in their stock and write off the company, and the secret alliance with Toyota and Honda that helped prop up the American automotive supply base. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

Research Methodology for Management and Social Sciences

Reverse Innovation

Human Resource Management

American Icon

Working Across Cultures

Global Business Strategy

Basics of Marketing Management (Theory & Practice)