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A GHOST S MEMOIR: THE MAKING OF ALFRED P. SLOAN S MY YEARS WITH GENERAL MOTORS

MIT Press Ltd, United States, 2003. Paperback. Book Condition: New. 201 x 135 mm. Language: English . Brand New Book. Published in 1964, My Years with General Motors was an immediate best-seller and today is considered one of the few classic books on management. The book is the ghostwritten memoir of Alfred P. Sloan, Jr. (1875-1966), whose business and management strategies enabled General Motors to overtake Ford as the dominant American automobile manufacturer in the 1920s and 1930s. What has...

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Reviews

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