



Road to Power: How Gm s Mary Barra Shattered the Glass Ceiling (Hardback)

By Laura Colby

John Wiley Sons Inc, United States, 2015. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Follow a pioneer s journey from factory floor to CEO Road to Power is the story of how Mary Barra drove herself to the pinnacle of a company that steers the nation s wealth. Beginning as a rare female electrical engineer and daughter of a General Motors die maker, Barra spent more than thirty years building her career before becoming the first woman to ever lead a global automaker. With \$155 billion in sales and 200,000 employees, GM is widely considered to be a proxy for the U.S. economy, making Barra s position arguably the most important corporate role a woman has ever held. This book describes the personal character, choices, and leadership style that enabled her to break through the glass ceiling. When 52-year-old Mary Barra was named CEO of General Motors in 2013, only people outside of the company were surprised. She had done everything from working on the factory floor to overseeing manufacturing, from improving union relations to paring down bureaucracy, and from running human resources to helping drag the company back from its 2009 bankruptcy. This book details...



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