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This is a book primarily for those interested in industry analysis, and the intricacies in running a large conglomerate, and less so for people primarily looking for details of cars or for the smell of petrol emanating from every page (for British Leyland products British Leyland - The history, the engineering, the people (illustrated) is closer to the latter brief). As such it is not overly long but very dense as a result - with lots to capture over the primary 10 year period, as well as ...

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A revised edition of this chunky book, which looks at the post-war history of Britain's motor industry in overseas markets, concentrating on the experience of first Austin, then the British Motor Corporation (BMC), and finally British Leyland and its constituent companies. Problems selling to Europe are one area of focus, the United States and the Commonwealth are others, with specific sections covering Australia and New Zealand as well as South Africa and Ireland. By the author of the well-received "British Leyland: Chronicle of a Car Crash," this book is about the car industry, but contains plenty of detail about actual cars, plus graphics and photographs selected with the help of the British Motor Industry Heritage Trust (BMIHT).

In the early nineteenth century, Henry Maudslay, an engineer from a humble background, opened a factory in Westminster Bridge Road, a stone's throw from the Thames. His workshop became in its day the equivalent of Google and Apple combined, attracting the country's best in engineering talent. Their story of innovation and ambition tells how precision engineering made the industrial revolution possible, helping Great Britain become the workshop of the world.

The Life of the Automobile is the first comprehensive world history of the car. The automobile has arguably shaped the modern era more profoundly than any other human invention, and author Steven Parissien examines the impact, development, and significance of the automobile over its turbulent and colorful 130-year history. Readers learn the grand and turbulent history of the motor car, from its earliest appearance in the 1880s¶as little more than a powered quadricycle¶and the innovations of the early pioneer carmakers. The author examines the advances of the interwar era, the Golden Age of the 1950s, and the iconic years of the 1960s to the decades of doubt and uncertainty following the oil crisis of 1973, the global mergers of the 1990s, the bailouts of the early twenty-first century, and the emergence of the electric car. This is not just a story of horsepower and performance but a tale of extraordinary people: of intuitive carmakers such as Karl Benz, Sir Henry Royce, Giovanni Agnelli (Fiat), André Citroën, and Louis Renault; of exceptionally gifted designers such as the eccentric, Ohio-born Chris Bangle (BMW); and of visionary industrialists such as Henry Ford, Ferdinand Porsche (the Volkswagen Beetle), and Gene Bordinat (the Ford Mustang), among numerous other game changers. Above all, this comprehensive history demonstrates how the epic story of the car mirrors the history of the modern era, from the brave hopes and soaring ambitions of the early twentieth century to the cynicism and ecological concerns of a century later. Bringing to life the flamboyant entrepreneurs, shrewd businessmen, and gifted engineers that worked behind the scenes to bring us horsepower and performance, The Life of the Automobile is a globe-spanning account of the auto industry that is sure to rev the engines of entrepreneurs and gearheads alike.

In 1968, British Leyland brought together many of Britain's motor manufacturers, with the intention of creating a robust unified group that could equal the strength of the big European conglomerates. But this was not to be. There have been many books about the politics and the business activities of British Leyland, but British Leyland - The Cars, 1968-1986 looks exclusively at the cars that came from the company, both the models it inherited and those it created. The eighteen years of the corporation's existence saw a confusing multitude of different car types, but this book resolves these confusions, clarifying who built what, and when. The book takes 1986 as its cut-off point because this was the year that the old British Leyland ceased to exist and what was left of the car and light commercial business was renamed the Rover Group. The book includes: Production histories and technical specifications of every major model; The special overseas models;