



Global Motivations: Honda, Toyota, and the Drive Toward American Manufacturing

By Jonathan S. Russ

University Press of America, United States, 2008. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Global Motivations analyzes the histories of Honda and Toyota as transplant automobile manufacturers in the United States. This book considers the historical, cultural, legal, and labor experiences of the two firms as they became established on the American industrial landscape. Comprised of three main themes, Global Motivations develops a thorough argument that Toyota and Honda were trendsetters as transplant manufacturers. Chronicling the broad histories of Toyota and Honda, analyzing the site selection process and expansion of companies manufacturing facilities in the United States, and lastly turning to labor relations and management techniques, Professor Jonathan Russ supports his thesis that an automobile industry was viable in the U.S., even if American auto companies were in peril.



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