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# DRIVING HONDA: INSIDE THE WORLD'S MOST INNOVATIVE CAR COMPANY



PORTFOLIO, United States, 2015. Paperback. Book Condition: New. Reprint. 213 x 140 mm. Language: English . Brand New Book. Since its birth as a motorcycle company in 1949, Honda has steadily grown into one of the world's largest automakers and engine manufacturers, as well as one of the most beloved, most profitable, and most consistently innovative multinational corporations. What drives the company that keeps creating and improving award-winning and bestselling models like the Civic, Accord, Odyssey, CR-V, and Pilot?...

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- Authored by Jeffrey Rothfeder
- Released at 2015



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