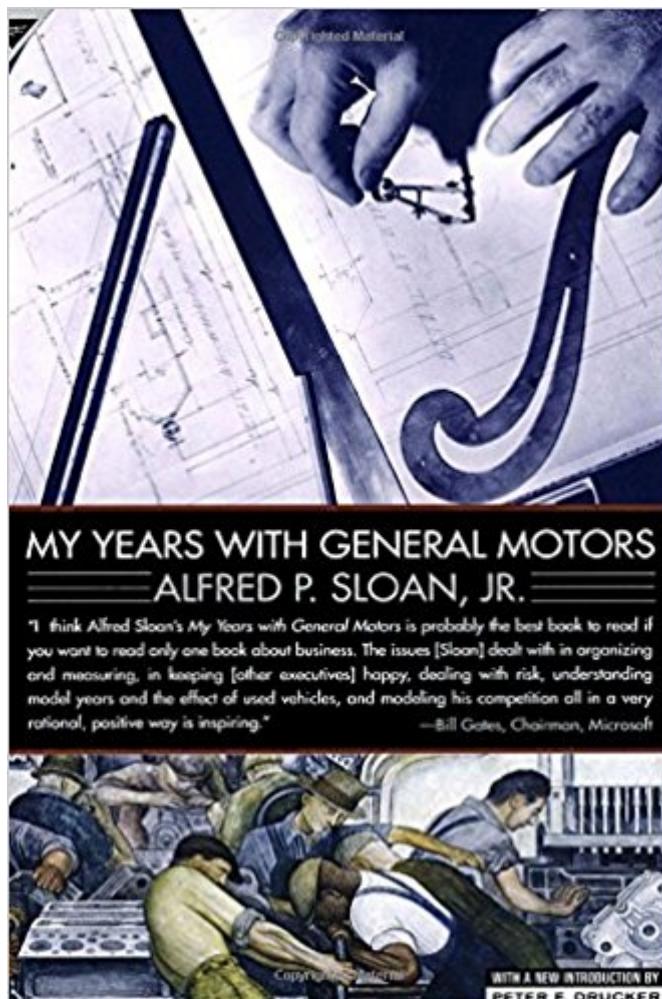


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# My Years With General Motors



## **Synopsis**

My Years with General MotorsÂ became an instant bestseller when it was first published in 1963. It has since been used as a manual for managers, offering personal glimpses into the practice of the "discipline of management" by the man who perfected it. This is the story no other businessman could tellâ "a distillation of half a century of intimate leadership experience with a giant industry and an inside look at dramatic events and creative business management. Only a handful of business books have reached the status of a classic, having withstood the test of over fifty years' time. Even today, Bill Gates praises My Years with General Motors as the best book to read on business, and Business Week has named it the number one choice for its "bookshelf of indispensable reading."

## **Book Information**

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## **Customer Reviews**

Alfred P. Sloan Jr.Â (1875â "1966) was an innovative leader of General Motors during the early twentieth century and served as the company's CEO and president. He oversaw such automotive advancements as four-wheel brakes and ethyl gasoline. In 1963 he wroteÂ My Years with General Motors, a memoir about his experience at the helm of automotive company.

Mr. Sloan's descriptions of issues faced as CEO of GM and the subsequent solutions that he and his management team developed to cope with them are a triumph. Sloan successfully lays out scenarios in a clear and concise manner, allowing readers without any prior experience to grasp complex financial concepts and unique sales scenarios, ultimately guiding them along the path to

understanding how different components of a corporation function. But the real success of the book is not in the "how," it is in the "why." As CEO, Sloan faced a plethora of different modern corporate problems, things that most companies had never faced. The explanations given of the reasoning behind the various courses of action are honest, thorough, and readable. At no point does it sound as if he is tooting his own horn about his success with GM. He constructs clear arguments in support of his decisions, remaining humble throughout. He is also respectful of other members of the management team that he worked with, neither criticizing others, nor making a big point about distributing blame for failures. He was the ultimate professional, and this book is a reflection of that attitude. Having read this, it is easy to see why GM decided to put him in charge.

Dealing with the dynamics and the growth that General Motors Corporation have had through its complicated and long history, "My years with General Motors" by Alfred P. Sloan Jr. explores the facts and explains the methods that have made General Motors one of biggest automotive group in the world. I found the book interesting and fascinating. The explanation is detailed and precise. Sloane, that has been for a long time president, chairman and CEO of General Motors, explains in a depth and accurate way its management methods and his own history. Starting from the years when he wasn't working for GM, he analyses not just the massive growth that GM have had through the years but also the development and the expansion of the automotive market, putting particular focus on cases and stories. I think that even if the book is a little dated, because it tells facts and events from the 1910 to the 1960, when the economy and the business world was completely different, if we look at it from a management point of view, it is still a valid and important document. It explains the dynamics and methodologies that are behind a very successful business. My favourite chapter was the 8th. It accurately explains the history of GM during the two wars and how GM faced these important historical facts. I found it very fascinating. If we look at it from an historical point of view the part in which Sloane describes the rising world of the automotive (1900-1930) is, in my opinion, the best part of the book because it brings you back in the period in which everything was possible and in which a good idea could become a successful business very fast. Exciting. This reading is recommended to anyone interested in the world of business, and would recommend it.

It's like a brief MBA program. There a lot of issues about business from products segmentation to strategic acquisitions, union relations to bonuses, policies to procedures. He is a very wise man. When you read this book, you'll see how his wise decisions made GM the world's largest company. It gives also deep insight about history of the automobile industry. I learnt that many standard

equipments in today's car developed by General Motors. Segmentation, styling, continues improvement, new painting and production technologies, there are a lot issues about automobile industry. Mr. Sloan says that they decided to enter to the aviation industry, maybe someday automobiles would be replaced by personal airplane. Then, they bought two aviation companies. Later on, GM transferred its serial production and business experience to aviation industry. They became the world's largest motor manufacturer of fighter planes during the world war II. Then they quitted from this business middle of 1950s. Mr. Sloan says that they understood that personal airplane won't be able to replaced by automobiles till the security issues solved. His strategic decisions and his business insight is really impressive. I learnt a lot of thing about classical American automobiles with this book. During the my childhood Cadillac was a legendary car. It's interesting to read about these American classical automobiles from the first hand. Mr. Sloan also explains Opel acquisition, Firigidaire story, diesel locomotive production and so on. I know Charles F. Kettering with this book. He was a great inventor and he discovered many things that we are using today without knowledge. Automatic ignition system on the cars, new generation of two cycle diesel engines of locomotives, deco dyes some examples. He also discovered Freon-12 gas for the refrigerator. I guess they didn't know during that time that some day it would ruin the ozone layer of the earth. Mr. Sloan highlights frequently how the change is important. He says that the companies should adapt to their environment and the customers. Unfortunately, after many years later GM failed to adopt to changing environment and filed bankruptcy in 2009. It's another story of course. However, it's easy to see how GM became the world's largest corporation under Mr. Sloan's effective management style.

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