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SANTOS LIVINGSTON

Riding the Roller Coaster Motorbooks

From the Chrysler Six of 1924 to the front-wheel-drive vehicles of the 70s and 80s to the minivan, Chrysler boasts an impressive list of technological "firsts." But even though the company has catered well to a variety of consumers, it has come to the brink of financial ruin more than once in its seventy-five-year history. How Chrysler has achieved monumental success and then managed colossal failure and sharp recovery is explained in *Riding the Roller Coaster*, a lively, unprecedented look at a major force in the American automobile industry since 1925. Charles Hyde tells the intriguing story behind Chrysler-its products, people, and performance over time-with particular focus on the company's management. He offers a lens through which the reader can view the U.S. auto industry from the perspective of the smallest of the automakers who, along with Ford and General Motors, make up the "Big Three." The book covers Walter P. Chrysler's life and automotive career before 1925, when he founded the Chrysler Corporation, to 1998, when it merged with Daimler-Benz. Chrysler made a late entrance into the industry in 1925 when it emerged from Chalmers and Maxwell, and further grew when it absorbed Dodge Brothers and American Motors Corporation. The author traces this journey, explaining the company's leadership in automotive engineering, its styling successes and failures, its changing management, and its activities from auto racing to defense production to real estate. Throughout, the colorful personalities of its leaders-including Chrysler himself and Lee Iacocca-emerge as strong forces in the company's development, imparting a risk-taking mentality that gave the company its verve.

Chicago Tribune Index American Council for an Energy-Efficient Economy

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

New Cars and Trucks 2002 McFarland

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Every Model, Year by Year Popular Science Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better. Chicago Tribune Index USA Today Index The Times Index Indexes the Times and its supplements. Popular Mechanics Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle. American Light Trucks and Utility Vehicles, 1967-1989 Every Model, Year by Year

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Popular Science Wayne State University Press

A comprehensive index to company and industry information in business journals.

The World Book Encyclopedia Northwestern University Press

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Popular Science Simon and Schuster

The curator of the Political History Collection at the Smithsonian Institution explores how big business--with the help of the federal government--became expert in manipulating advertising and public relations to inflame Americans desire for consumption. UP.

The History, Principles and Concepts Behind Modern Car Design

Popular Science

Snow Country

This beautifully designed and illustrated essential guide to car design from Motorbooks' Speed Read series traces the inspirations of the first car designers and tracks the craft, the art, and the science that have propelled successive generations of designers and shaped the contours of the vehicles we see all around us. Never before has the car-buying public been more aware of how a car's design fits into their everyday lives and what it communicates about the driver behind the wheel. Like all design, car design is complex subject. Every part of a car represents myriad decisions by the design team ruled by engineering, aesthetics, human interface, and emotion. Speed Read Car Design helps the you understand the hows and whys of that design process, offering an engaging review of history, theory, key concepts, and key designers. It's a book for car enthusiasts, design fans, and anyone with a desire to better understand why our wheeled world looks the way it does. In sections divided by topic, you'll explore the birth of car design, how it evolved over the last century, successes and failures in innovation, the elements that make up a car's style, the engineering behind the design, the creative process and design fads, and finally the road ahead in car design. Each section ends with a glossary of related terms, and informational sidebars provide fun facts, historical tidbits, and mini-bios of key people in car design. Sleek illustrations of the cars give clear design examples throughout. With Motorbooks' Speed Read series, become an instant expert in a range of fast-moving subjects, from Formula 1 racing to the Tour de France. Accessible language, compartmentalized sections, fact-filled sidebars, glossaries of key terms, and event timelines deliver quick access to insider knowledge. Their brightly colored covers, modern design, pop art-inspired illustrations, and handy size make them perfect on-the-go reads.

Thoroughly revised and updated for 2002, the guide that has helped thousands of car and truck buyers choose the right vehicle is now better than ever. Includes full-color photos plus easy-to-read comparison charts, graphs, and specifications.

Speed Read Car Design

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Science and technology

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A History of the Chrysler Corporation

Indexes the Times and its supplements.

Automotive News

In the 87 issues of Snow Country published between 1988 and 1999, the reader can find the defining coverage of mountain resorts, ski technique and equipment, racing, cross-country touring, and the growing sport of snowboarding during a period of radical change. The award-winning magazine of mountain sports and living tracks the environmental impact of ski area development, and people moving to the mountains to work and live.

Hungarian R&D Articles

In celebration of one of science fiction's most beloved franchises, an updated edition of the acclaimed Ships of the Line hardcover collection. They dared to risk it all in a skiff of reeds or leather, on a ship of wood or steel, knowing the only thing between them and certain death was their ship. To explore, to seek out what lay beyond the close and comfortable, every explorer had to embrace danger. And as they did so, what arose was a mystical bond, a passion for the ships that carried them. From the very first time humans dared to warp the fabric of space, escaping from the ashes of the third World War, they also created ships. These vessels have become the icons of mankind's desire to rise above the everyday, to seek out and make the unknown known. And these ships that travel the stellar seas have stirred the same passions as the ones that floated in the oceans. While every captain has wished that their starship could be outfitted in the same manner as the sailing ship H.M.S. Beagle—without weapons—that proved untenable. From the start, Starfleet realized that each vessel, due to the limited range of the early warp engines, must be able to stand

alone against any attack. Thus arose the idea, taken from the days of wooden sailing ships, that every Starfleet vessel must stand as a ship of the line. Through the actions of their captains and crews, countless starships have taken on that role. Here we remember some of those ships and their heroic crews. In celebration of one of science fiction's most beloved franchises, this updated edition of the acclaimed Ships of the Line hardcover collection now includes dozens of additional images brought together for the first time in book format—spectacular renderings featured in the highly successful Star Trek: Ships of the Line calendar series. With text by Star Trek's own Michael Okuda, the story of each of these valiant starships now comes to life. ™, ®, & © 2014 CBS Studios, Inc. STAR TREK and related marks are trademarks of CBS Studios, Inc. All Rights Reserved.

Predicasts F & S Index United States

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ACEEE's Green Book

An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school students.

Popular Mechanics

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The Guardian Index

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

Catalog of Copyright Entries

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