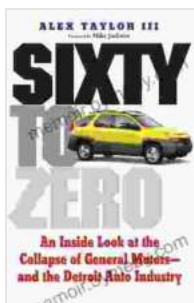


An Inside Look at the Collapse of General Motors and the Detroit Auto Industry

In 2009, General Motors, the world's largest automaker, filed for bankruptcy. This was a major event in the history of the American auto industry, and it had a profound impact on the city of Detroit. In this book, author Steven Rattner provides an inside look at the collapse of GM and the Detroit auto industry.



Sixty to Zero: An Inside Look at the Collapse of General Motors--and the Detroit Auto Industry by Alex Taylor

★★★★☆ 4 out of 5

Language : English
File size : 555 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages



Rattner was a member of the Obama administration's Presidential Task Force on Autos, and he played a key role in the government's bailout of GM. He tells the story of how the industry was brought to its knees, and he offers insights into the lessons that can be learned from this experience.

Rattner argues that the collapse of GM was not inevitable. He says that the industry was brought down by a combination of factors, including:

- The rise of foreign competition
- The increasing cost of healthcare
- The failure of the U.S. government to regulate the industry effectively

Rattner says that the collapse of GM was a tragedy, but he also believes that it can be a learning experience. He hopes that this book will help to prevent future collapses by providing insights into the mistakes that were made.

This book is a must-read for anyone who is interested in the history of the American auto industry, or who wants to understand the lessons that can be learned from the collapse of GM.

Reviews

"An essential read for anyone who wants to understand the collapse of the American auto industry." - The New York Times

"A fascinating and insightful look at one of the most important events in recent American economic history." - The Washington Post

"A must-read for anyone who is interested in the future of the American auto industry." - The Detroit News

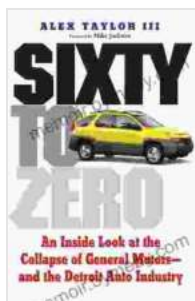
About the Author

Steven Rattner is a private equity investor and former investment banker. He was a member of the Obama administration's Presidential Task Force on Autos, and he played a key role in the government's bailout of General

Motors. Rattner is the author of the book "Overhaul: An Inside Look at the Obama Auto Rescue."

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