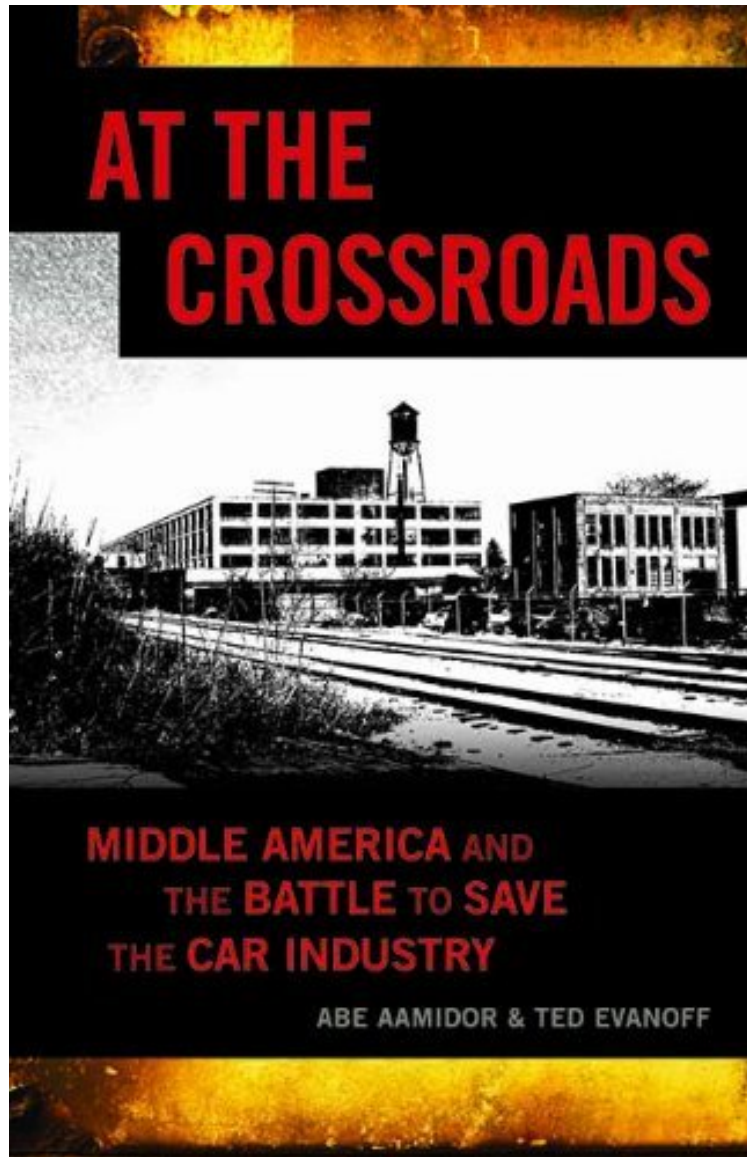


[PDF] At the Crossroads: Middle America and the Battle to Save the Car Industry

# At the Crossroads: Middle America and the Battle to Save the Car Industry

*Abe Aamidor, Ted Evanoff*

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**Abe Aamidor, Ted Evanoff : At the Crossroads: Middle America and the Battle to Save the Car Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised At the Crossroads: Middle America and the Battle to Save the Car Industry:

0 of 3 people found the following review helpful. Perfect.By Joey BBook was well packaged, in great condition, and came in a flash. I would have no problem ordering from this seller again.1 of 1 people found the following review

helpful. Great overview of how we got where we are in auto manufacturing. Many analyses of the current state of the U.S. auto industry start with the assumption that one force or another is solely to blame for its decline (i.e., unions, the Japanese, poor quality, over-reliance on pickup trucks, etc.). This book dispenses with a simplistic analysis and covers a wide spectrum of forces that have come together in the last several decades to bring the industry to where it is today. But it isn't a policy book either, as it looks at the industry through the fates of several Indiana towns such as Kokomo and Anderson, and the way that they have responded to the changes in the industry. This makes it a riveting book with a human dimension that puts a real face on the issues. A major focus is the bailout of the industry, begun under Bush and continued under Obama, and the authors are not kind to the tactics or the results. Their main contention is that the bailout was short-sighted and done mainly to create firms that are efficient in the eyes of Wall Street, but not necessarily positioned for success in the global market. While GM and Chrysler may have been "saved", the authors contend that the efforts fell short because the feds failed to establish an actual industrial policy to ensure the long-term viability of American manufacturing. But the book is also not partisan, as it reserves criticism for Reagan's economic policies as well as Obama's as major factors in the decline of the Big Three. If the book was solely about policy, it would be boring, but it avoids that due to its meandering into union politics, electric car technology, small town life, interviews with mayors and autoworkers, the role of parts suppliers, and Wall Street. Overall, a great way to understand how the Big Three got where they are, with policy prescriptions to get them going again.

2 of 2 people found the following review helpful. Insightful Balanced Analysis of the Auto Crisis Related to the Middle America

By Edward J. Vasicek

The authors have done an exceptional job in presenting a holistic picture of what happened to the American auto-industry over the decades and its devastating effect in middle America. Highlighting towns in Indiana (especially Kokomo), with personal input from local mayors (especially Kokomo mayor Greg Goodnight), union leaders, and working people -- and reaching back to the corporate history of GM or Chrysler -- the authors' penetrating analysis is even-handed and balanced. There is no extreme agenda here. Here is one quotable, "Like the battle between the Left and Right in the culture wars, Middle America was the odd man out in a war between Big Capital and Big Labor." The authors are particularly realistic and find plenty of blame and miscalculation to go around. At the same time, they are not simplistic and understand the complexities and inter-relatedness of the various decisions and approaches that converged to make this mess. Very well researched and well written, the authors examine trees but never lose sight of the forests. Great job.

The U.S. auto industry has struck a brick wall. Can it get back on the road to recovery? *At the Crossroads: Middle America and the Battle to Save the Car Industry* argues that the Obama administration missed an historic opportunity in 2009 to launch a Manhattan Project-style effort to save not only Detroit, but the entire manufacturing base in Middle America. Abe Aamidor and Ted Evanoff explain how Washington's intervention fell short and how it is holding back American economic recovery. The authors take a thoughtful look at the root causes behind the auto industry's crash, including disastrous labor contracts such as the 1950s Treaty of Detroit, which set the stage for crushing legacy costs; Wall Street's predatory financial practices ushered in under the Reagan administration; and a largely unregulated free trade regime that undermined the competitiveness of American manufacturing. *At the Crossroads* tells the story of Detroit's collapse and a failed national industrial policy from the point of view of those most affected by it -- the factory workers, small business owners, and mayors of small manufacturing towns like Kokomo, Marion, and Bedford in Indiana, the number two auto manufacturing state after Michigan and the number one manufacturing state overall based on a percentage of population. Washington could debate the pros and cons of a national industrial policy and an auto industry bailout ad nauseum, but it was the people in small towns in Middle America who would live or die by the policy decisions of their distant national leaders.

"This book is for those interested in a people-focused perspective of Detroit's collapse. It will complement the deeper look into the turning points in U.S. auto industry history provided by Paul Ingrassia's *Crash Course: The American Automobile Industry's Road from Glory to Disaster*." *Library Journal*