



2008, GM is back on track thanks to its embrace of Lutz's philosophy. When Lutz got into the auto business in the early sixties, CEOs knew that if you captured the public's imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put their faith in analysis, determined to eliminate the "waste" and "personality worship" of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz's commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace. In recent years, Chrysler has made waves with a series of dramatic new show cars, exciting production vehicles like the Prowler and Viper, and its mega-merger with German juggernaut Daimler-Benz. It is generally accepted that Chrysler is the most forward-thinking of the Big Three American automakers, yet the company also has a wonderfully compelling past. Just in time to mark Chrysler's 75th anniversary, this beautifully illustrated history takes readers on a journey that spans the company's genesis in the 1920s to present. Marvelous archival black-and-white photography is accompanied by nostalgic period color imagery, print ads, and new color photography of classics. The story includes model from Dodge, Plymouth, Imperial, and DeSoto, while sidebars highlight key figures and stunning feats of engineering and styling. A guide to buying a used car or minivan features information on the strengths and weaknesses of each model, a safety summary, recalls, warranties, and service tips. Discover how men and women perceive the world differently and why they won't agree on the colour or shape of the sofa! "The automotive maven and former Member of Parliament might be the most trusted man in Canada, an inverse relationship to the people he writes about." - The Globe and Mail Lemon-Aid shows car and truck buyers how to pick the cheapest and most reliable vehicles from the past 30 years of auto production. This brand-new edition of the bestselling guide contains updated information on secret service bulletins that can save you money. Phil describes sales and service scams, lists which vehicles are factory goofs, and sets out the prices you should pay. As Canada's automotive "Dr. Phil" for over 40 years, Edmonston pulls no punches. His Lemon-Aid is more potent and provocative than ever. Covers all Chrysler PT Cruiser models for do-it-yourselfers of all levels. Discover The Pt. Cruiser; Shaped By The Past With A Retro Twist.