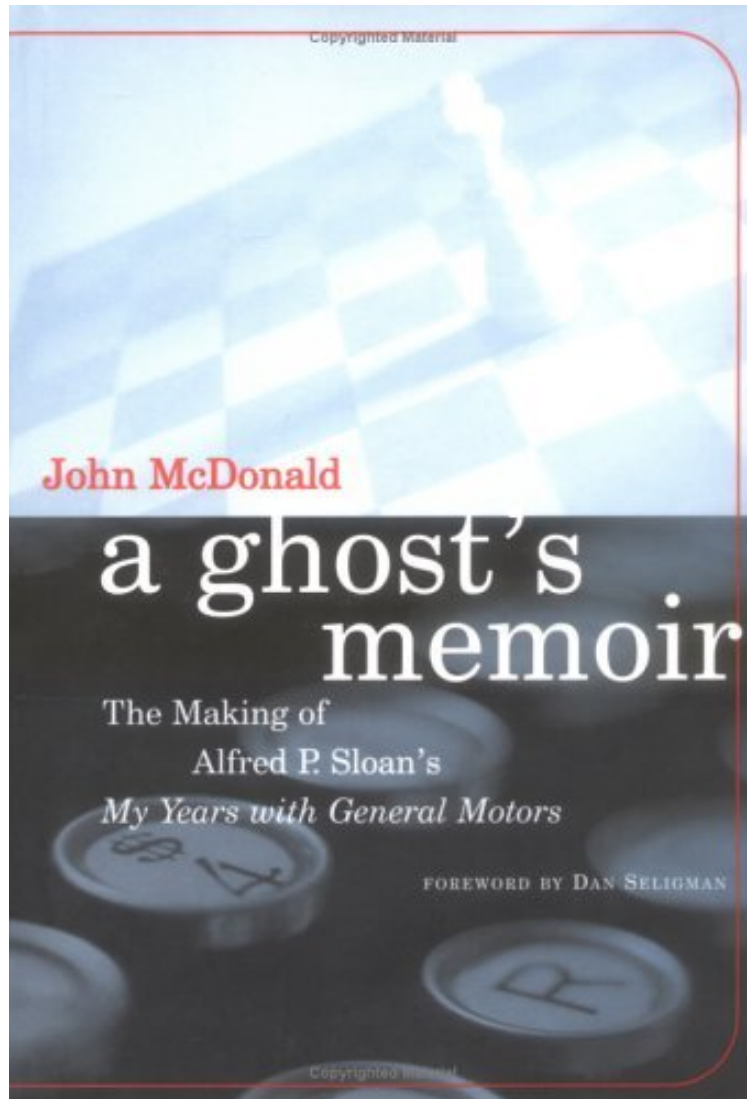


(Download ebook) A Ghost's Memoir: The Making of Alfred P. Sloan's My Years with General Motors (MIT Press)

## A Ghost's Memoir: The Making of Alfred P. Sloan's My Years with General Motors (MIT Press)

*John McDonald, Dan Seligman*  
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**John McDonald, Dan Seligman : A Ghost's Memoir: The Making of Alfred P. Sloan's My Years with General Motors (MIT Press)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Ghost's Memoir: The Making of Alfred P. Sloan's My Years with General Motors (MIT Press):

0 of 0 people found the following review helpful. expected a story about GM but received a court trial only...By Utkan Ulucedil;ayI was curious about how GM has achieved to be number 1 ahead of Ford in those years. DuPont involvement, road trips to dealers, cultural change, invention of traditional cost accounting,.....All I receive is "I said..",

"He said.." in supreme court, in another court, in this letter, in that letter,.....If you are not a part of GM like me, or not a lawyer like me, this book is NOT for you. Utkan0 of 0 people found the following review helpful. Something Really DifferentBy CustomerFascinating and unusual insight into the publishing problems authors can face but are rarely talked about. Clearly it affected John McDonald and the full account is fascinating if at times the detail becomes a tad overwhelming. Having enjoyed the original book this was a most interesting addenda.1 of 1 people found the following review helpful. Great Story tellers, great personalities...By Jose Ernesto PassosI am enjoying very much this book. I still didn't finish it. I will read it slowly, each time I am reading it I go back in time and I feel like an invisible person that seeing history unfold.What makes me recommend this book? First is very well written, it has a great story and we get to know better a man like mr. Alfred Sloan. How he behaved in real life, his relationships, the impact of the loss of his wife... In this book we can have a short portrait of this man, it is possible to get an insight into the real person he was.I also enjoyed the foreword by Dan Seligman, it is a great summary of the book and gives a great insight into the story and man behind the book, John McDonald.

Published in 1964, *My Years with General Motors* was an immediate best-seller and today is considered one of the few classic books on management. The book is the ghostwritten memoir of Alfred P. Sloan, Jr. (1875-1966), whose business and management strategies enabled General Motors to overtake Ford as the dominant American automobile manufacturer in the 1920s and 1930s.What has been largely unknown until now is that *My Years with General Motors* was almost not published. Although it was written with the permission of General Motors -- and slated for publication in October 1959 -- at the last minute General Motors tried to suppress the book out of fears that some of the material in it could become evidence in an antitrust action against the company. This book, by John McDonald, Sloan's ghostwriter, tells the behind-the-scenes story of the book's writing, its attempted suppression, and the lawsuit that eventually led to its publication. McDonald's narrative is partly the David-and-Goliath story of a lone journalist taking on the world's then-largest corporation and partly a study of strategy in its own right. McDonald's struggle to publish the book led him to navigate a complicated course among the competing interests of General Motors, *Fortune* magazine (his employer), and Time, Inc. (*Fortune's* owner). In many ways this "book about the book" parallels the Sloan book as a tale of successful, brilliantly planned strategy.