



The British Motor Industry, 1945-94: A Case Study in Industrial Decline

Timothy Whisler

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In this fascinating and well-researched book, Timothy Whisler considers why there are now no major car manufacturers in Britain and makes valuable comparisons with overseas manufacturers operating both in the UK and abroad. This book covers the issues of product development, quality, design, and range and is destined to make a distinctive contribution to our understanding of the performance of UK manufacturers.

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