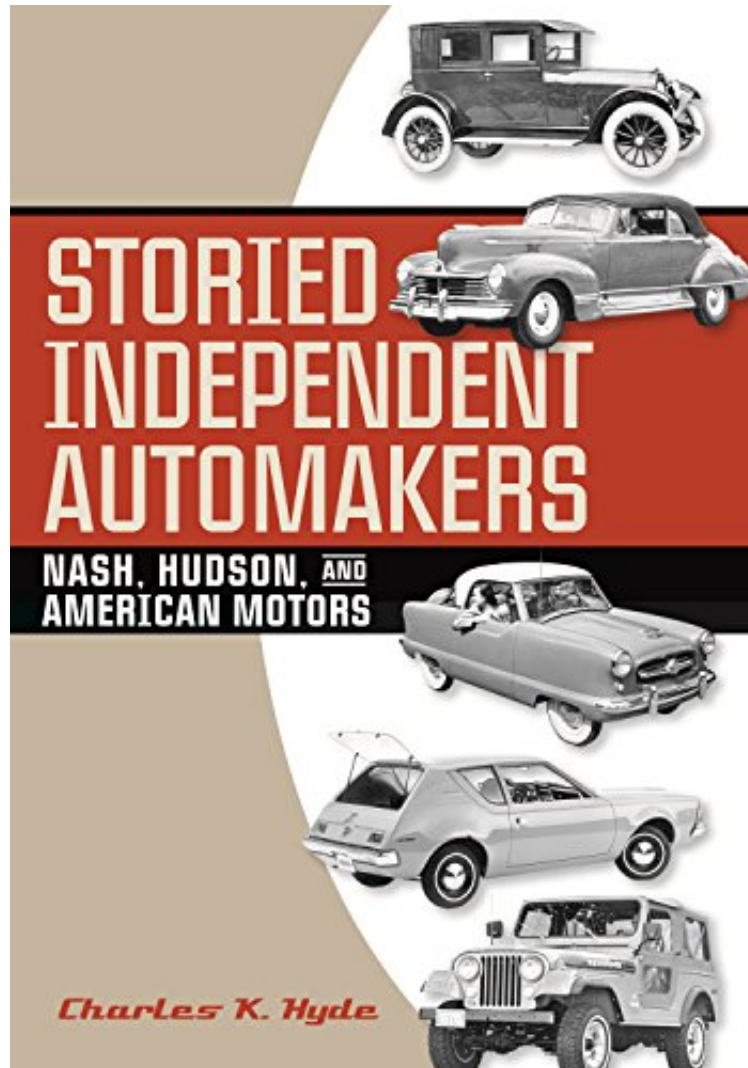


Storied Independent Automakers: Nash, Hudson, and American Motors (Great Lakes Books Series)

Charles K. Hyde

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Charles K. Hyde : Storied Independent Automakers: Nash, Hudson, and American Motors (Great Lakes Books Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Storied Independent Automakers: Nash, Hudson, and American Motors (Great Lakes Books Series):

7 of 7 people found the following review helpful. Well DoneBy John McCarrierThis is a very readable history of Hudson and Nash written by a talented historian. The author uses the careers of the company presidents to divide the book into chapters. Each chapter ends with an evaluation the job done by that company president during his tenure. A major strength of the book is the use of tables of data to support the text. Annual data on unit sales, \$ sales, and profits

are listed in every chapter. Adding a column on market share would have been a welcome addition but these few tables are a long overdue step in the right direction for books on the auto industry. The text is large and widely spaced so it is easy to read. Illustrations are limited to black and white photographs which is fine for this book's audience. The title of the book is strangely phrased and the cover art is amateurish. Both of these factors probably hurt sales. I know they made me hesitate to buy it. 1 of 1 people found the following review helpful. obviously I'd love to hear the beginnings of AMC since I'm a ...By Mopar guy Car guy at heart; obviously I'd love to hear the beginnings of AMC since I'm a lifelong fan of Chrysler Products. A bit dry and needs a lot of HP to stay engaged sadly. I've read better written bios but the content in this book is hardly found in any other book--so for that it gets 4 stars. 2 of 2 people found the following review helpful. Good reading. By Rufdog I live in Detroit and worked 33 years at Chrysler so I new a lot about some of the things written in this book. There is a lot of thing's that I didn't know about. Good reading.

With roots extending back to the first decade of the twentieth century, Nash Motor Company and the Hudson Motor Car Company managed to compete and even prosper as independent producers until they merged in 1954 to form the American Motors Company, which itself remained independent until it was bought in 1987 by the Chrysler Corporation. In *Storied Independent Automakers*, renowned automotive scholar Charles K. Hyde argues that these companies, while so far neglected by auto history scholars, made notable contributions to automotive engineering and styling and were an important part of the American automobile industry. Hyde investigates how the relatively small corporations struggled in a postwar marketplace increasingly dominated by the giant firms of Ford, General Motors, and Chrysler, which benefited from economies of scale in styling, engineering, tooling, marketing, and sales. He examines the innovations that kept the independents' products distinctive from those of the Big Three and allowed them to survive and sometimes prosper against their larger competitors. Hyde also focuses on the visionary leaders who managed the companies, including Charles Nash, Roy D. Chapin, Howard Coffin, George Mason, George Romney, and Roy D. Chapin Jr., who have been largely unexamined by other scholars. Finally, Hyde analyzes the ultimate failure of the American Motors Company and the legacy it left for carmakers and consumers today. *Storied Independent Automakers* is based on extensive research in archival collections generated by the three companies. Residing in large part in the DaimlerChrysler Corporate Collection, these sources have been seldom tapped by other scholars before this volume. Auto historians and readers interested in business history will enjoy *Storied Independent Automakers*.

About the Author Charles K. Hyde is professor of history at Wayne State University and author of several books, including *The Dodge Brothers* (Wayne State University Press, 2005) and *Riding the Roller Coaster: A History of the Chrysler Corporation* (Wayne State University Press, 2003).