

Turnaround: How Carlos Ghosn Rescued Nissan By David Magee

By David Magee

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Carlos Ghosn: Executive Profile & Biography - -

Carlos Ghosn . Chairman, Chief Executive Officer and President, Nissan Motor Co. Ltd. Age: Total Calculated Compensation: This person is connected to 75 board members

TURNAROUND: How Carlos Ghosn Rescued Nissan -

TURNAROUND: How Carlos Ghosn Rescued Nissan David Magee, Author. DETAILS. David and a Renault v-p, Carlos Ghosn, was named Nissan's new CEO.

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The facts of Magee's account are quite startling. Nissan, once a darling of the automotive world, with its cheap Datsun pickups and stylish, spunky Z roadsters, had

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Although Magee does indeed provide a brilliant analysis of how Carlos Ghosn "rescued" Nissan, the value of this book extends far beyond that admirable achievement.

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As a Westerner heading a Japanese automaker, Carlos Ghosn accomplished the impossible by ending longstanding Japanese business traditions, empowering company

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Not since the days of Lee Iacocca at Chrysler has an auto executive captured the imagination of his industry and the broader business world as Carlos Ghosn of Nissan.

Turnaround -

Turnaround David Magee. 3.2 out of 5 stars (14) Reviews.
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