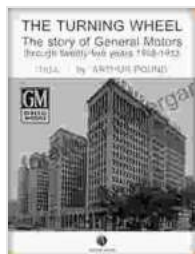


# The Turning Wheel: The Story of General Motors Through Twenty-Five Years, 1908-1933



## The Turning Wheel - The story of General Motors through twenty-five years 1908-1933 (History of the Automobile) by Eva Puig

★★★★☆ 4.7 out of 5

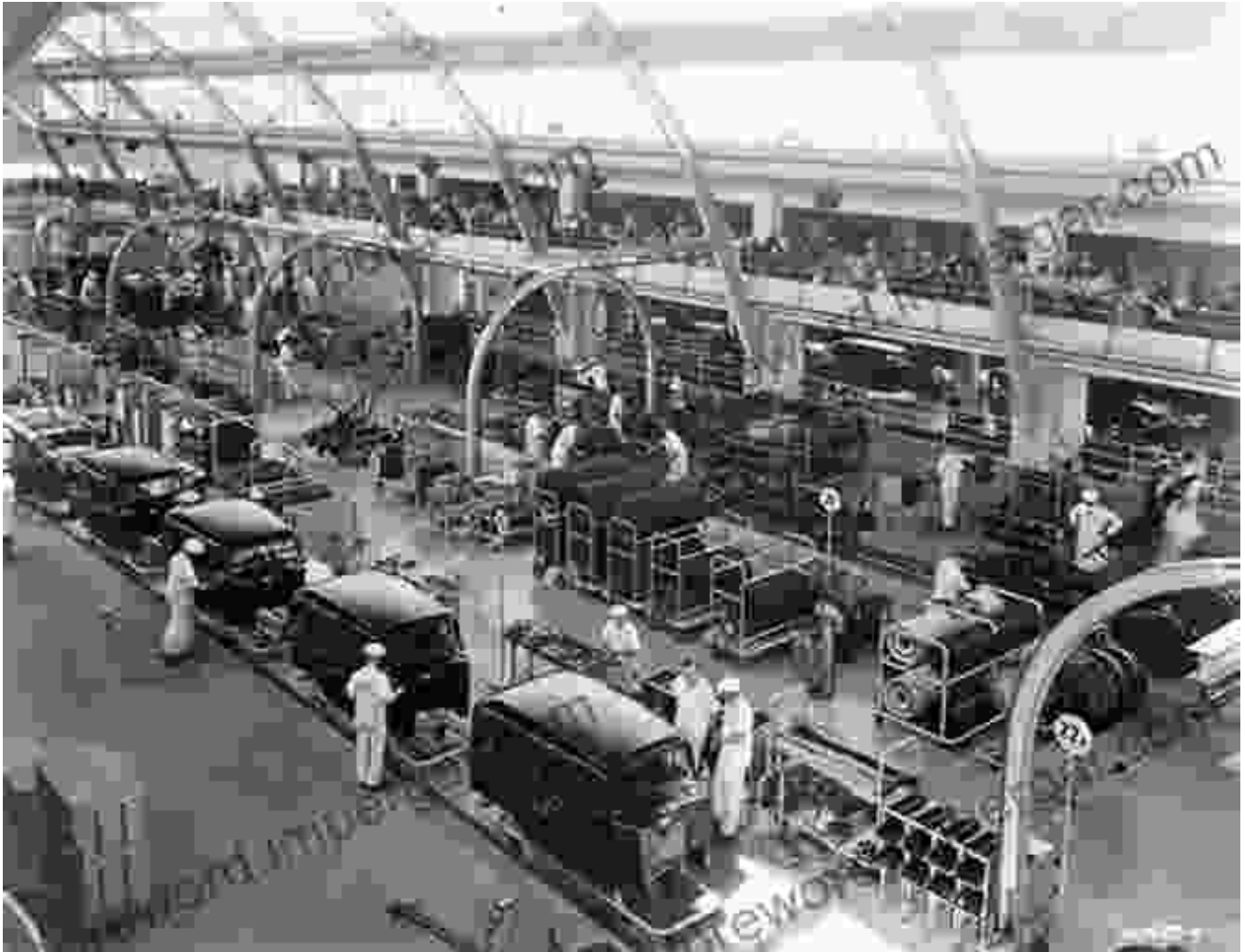
Language : English  
File size : 5527 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 528 pages



*The Turning Wheel* is a comprehensive and engaging account of the first 25 years of General Motors, from its humble beginnings in 1908 to its emergence as a global automotive giant. Through detailed descriptions and captivating anecdotes, author Lawrence R. Gustin chronicles the company's triumphs, challenges, and lasting impact on the world.

## The Early Years

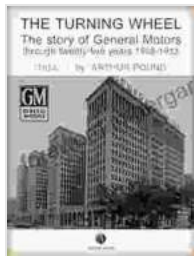
General Motors was founded in 1908 by William C. Durant, a former carriage maker who had a vision of creating a company that would produce and sell automobiles for every American. Durant's vision was ambitious, but he was a skilled promoter and negotiator, and he quickly acquired a number of small automobile companies, including Buick, Oldsmobile, and Cadillac.



Durant's strategy was to offer a range of vehicles at different prices, from the affordable Buick to the luxurious Cadillac. This strategy proved to be successful, and General Motors quickly became one of the largest automobile manufacturers in the United States.

### **The Challenges of Growth**

As General Motors grew, it faced a number of challenges. The company's rapid expansion led to problems with quality control, and Durant's financial management was often reckless. In 1910, General Motors was forced into receivership, and Durant was ousted as president.



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