



Well Made in America: Lessons from Harley-Davidson on Being the Best

Peter C. Reid

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An in-depth look at how this group of pioneering owner-managers breathed new life into their company, how they triumphed over financial instability and foreign competition and how they positioned their company for steady future growth. Apart from an exciting turnaround story, this text aims to provide an overall strategy for making an organization the best. It observes the kinds of changes that have to be made in product strategy, marketing, finance, human resources and manufacturing to achieve striking gains in quality, productivity, market share and profitability.

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