



Turnaround: How Carlos Ghosn Rescued Nissan

David Magee

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The astonishing business story and management strategies of Nissan's president, Carlos Ghosn. Arguably the world's most successful CEO, Ghosn rescued the Japanese automaker from the brink of bankruptcy, achieving record profits in only two years. This is the story of how he did it.

When Carlos Ghosn, a 46-year-old, fiery Brazilian was installed as president of the Japanese corporate giant, Nissan, the automotive world was astonished. Ghosn moved to Japan and immediately promised to make Nissan profitable in one year, 2001, or he would resign. He accomplished his goal and then some, using western business techniques that had never been tried before in that tradition-bound country. The book, written in narrative style by a journalist, will have Ghosn's complete cooperation. Readers will learn how he went about remaking Nissan, cutting costs, closing plants, breaking up the Keiretsu relationships, pushing for innovative new automobile designs — all the while defying the business and cultural taboos that permeate business in Japan. In the process, he has become a celebrity (he is hero of a series of admiring comic books) and a champion in global business circles.

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