



The Automotive Industry

Theodore Shasta, Maryann N. Keller, Robert A. Brizzolara, Joseph G. Paul, David Healy, Michele Heid, Richard B. England, Martin L. Anderson James C. Rucker, Stephen J. Girsky Owen Bieber, Michael P. Ward Philip K. Fricke

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The automotive industry is testing new ways to stimulate demand and capture market share. As a result of these dynamics, the relationship between labor and management is changing, as are relations between manufacturers/dealers and dealers/customers. This proceedings analyzes both the cyclical nature of the automotive industry and the changes occurring within it.

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