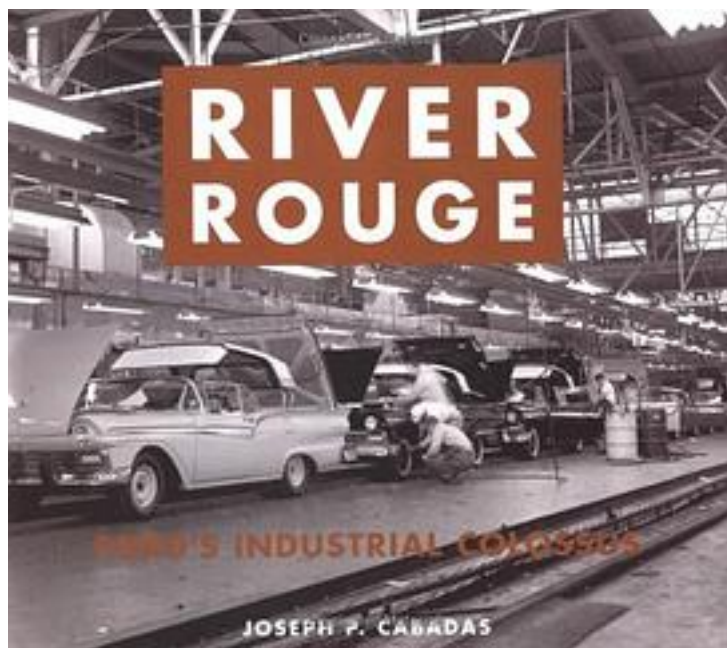


River Rouge



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出版者:Motorbooks Intl

出版时间:2004-10

装帧:HRD

isbn:9780760317082

In 1914, Henry Ford ordered the construction of a small plant at the confluence of the River Rouge and the Detroit River in what was then the rural community of Dearborn. Eventually, that small plant grew into the gigantic Rouge complex, the most famous of American auto factories. In 1999, Ford's great-grandson, Ford Chairman Bill Ford III, announced that the company would reinvent the complex as the auto factory of the new century, scheduled for completion this year. Filled with evocative inside-the-factory shots, this illustrated 90-year history provides sprawling views of manufacturing processes, factory evolution, and the exciting new concepts Ford has incorporated into the redesign. Author Joe Cabadas also explores "vertical integration" as conceived at the Rouge - raw materials essentially entered one door and new automobiles exited the other. In fact, iron ore and coal were transformed into engine

blocks in less than 24 hours. In addition to manufacturing processes that also included glassmaking and woodworking, the engaging chronological history explores the Rouge's roles as a crucible of industry unionization (at its peak in 1929, the 1,100-acre factory employed 128,000 workers) and wartime production, and its profound influence on Japanese automakers. Thanks to the Rouge's immensity and diverse operations, archival and current images provide a visual cornucopia for just about any reader

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