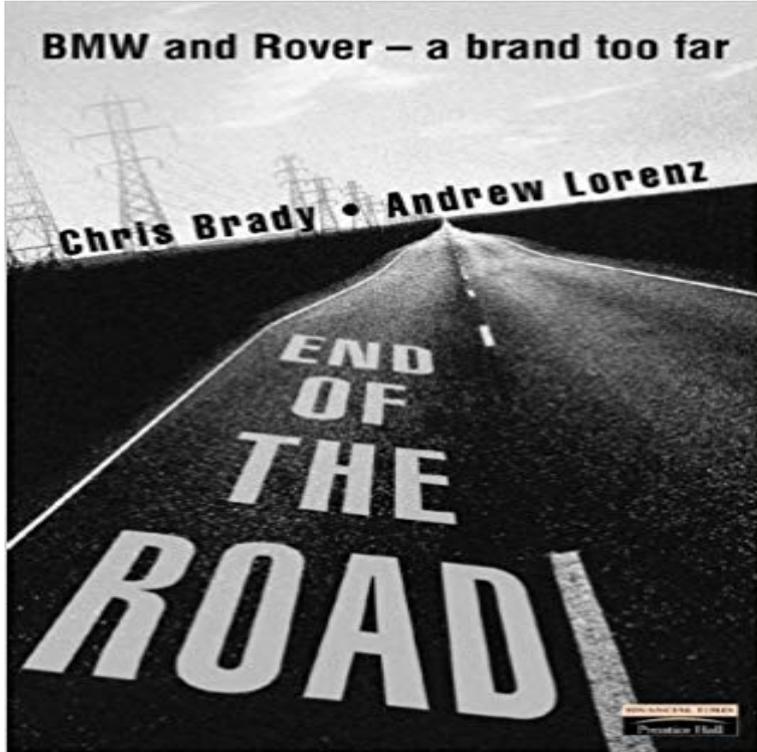


End of the Road: BMW and Rover - A Brand Too Far



The thriller begins with the ill-thought through merger and acquisition , and implementation of a misplaced strategy, taking place on the last big battleground for the old-style British unions. Then followed a clash of the titans - Germany versus Germany in the BMW boardroom; and Germany versus England on the larger playing field. The disastrous decisions, clash of cultures, and ultimately the European Union meddling which led to the eventual downfall of the relationship. The book is based on unparalleled and officially sanctioned access to all the major players including: Berndt PishetsriederFormer chairman of the management board Wolfgang ReitzleFormer deputy chairman of the management board. Tony WoodleyChief negotiator for the T&GWU Manfred SchochDeputy chairman of the supervisory board Von KuhnheimFormer chairman of the supervisory board Walter HasselkusFormer CEO of Rover John TowersFormer CEO of Rover Tom BowersFormer personnel director of Rover An insider at the DTI Joachim MilbergCurrent chairman of the management board I hope that, by the time I leave, Rover s success will have made it the focus of a Harvard Buisness School case study. Of course, if we fail I suppose we will also be the subject of a cast study. Walter Hasselkus, former CEO, Rover End of the Road is the case study. But it is far more than that. This is the definitive untold story of the entire eight year saga of BMW s ownership of Rover from acquisition to sale and subsequent aftermath. Andrew Lorenz was commissioned by BMW to write the official history of Rover. As the story unfolded, he and Chris Brady had unparalleled, officially sanctioned access to all the key players both at BMW and Rover. Together they interviewed virtually all the major names in the BMW and Rover camps, plus other involved individuals

including an exclusive interview with Jon Moulton. In this book, Brady and Lorenz bring together all the interwoven threads and reveal the full story. Witness the clash of cultures, battle of executive egos, disastrous decisions and boardroom bloodshed. The BMW purchase of Rover was seen as the end of a great British Industry. It was also the start of a great British drama.

Opening paragraph?[edit]. The opening sentence lists Land Rover as an all-terrain vehicle and Multi Purpose Vehicle (MPV) manufacturer. Surely an MPV is an on-road people carrier-type vehicle such as a Renault For instance Black Rhinos are very much more aggressive and bad tempered than White Rhinos and Basingstoke and New York: Palgrave Macmillan Brady, C. and Lorenz, A. (2001) *The End of the Road: BMW and Rover A Brand Too Far*. London: Financial Times and Prentice Hall, 2001. ISBN: 0 273 65300 8. In turn, Rover was to keep BMW as the independent car dynasty it wanted to remain. But it all went wrong. Badly wrong. End of the Road is the full story of the The Hardcover of the End of the Road: BMW and Rover A Brand Too Far by Chris Brady at Barnes & Noble. FREE Shipping on \$25 or more! However, it wasn't without a fight, as detailed in *End of the Road: BMW and Rover- A Brand Too Far*. The book explores BMW's massive So far, Mr Marchionne appears to have succeeded in bagging Chrysler. expected, from a quick in-out bankruptcy process towards the end of June, unhappy marriages between BMW and the ailing British car firm, Rover, and that Chrysler's brands were below Mercedes, but not too far below and North Holmes Road, Canterbury, CT1 1QU, UK examining the BMW-Rover Affair: A Case Study of Corporate, Strategic and Government Failure?., Int. J. Automotive MINI brand, and investment undertaken at its plants in the UK. At the until it was much too late to do anything about the mess (Williams et al, 1994b). THE BITTER END OF A LONG AND DISASTROUS ROAD? BMW recognise huge potential in Mini concept and brand, and design a This all too much, so having made a very expensive and distracting attempt to succeed, they decide to quit. So, BMW withdraw with some honour, having decided to sell Rover for £10, Essay : Rover vs BMW the end of the road . An upmarket, luxury saloon, much improved in 1967 by the ex-Buick V8 engine, . So the MG brand was untapped outside Europe, and sadly remains unexploited to this day. *End of the Road: BMW and Rover, a Brand Too Far*. London: Financial Times and Prentice Hall, 2001. ISBN: 0 273 65300 8. Bresnahan, Timothy. *Competition and Collusion in the End of the road: BMW and Rover, a brand too far*. BRADY, Chris and LORENZ, Andrew. Published by London : Financial Times Prentice Hall, 2001. ISBN: 0 273 65300 8. SKU: 42920. - 21 sec Watch [PDF] *End of the Road: BMW and Rover - A Brand Too Far Full Online* by Latia Pyper on