## Contents

Abbreviations 7 Preface to the First Edition 9 Preface to the Second Edition 11 Introduction 25

- 1 Henry Ford's Motor Company 31
- 2 From Detroit to Dagenham 53
- 3 Henry Ford Comes to Liverpool 75
- 4 Eldorado 101
- 5 On the Line **119**
- 6 Controlling the Line 139
- 7 Insecurity and Struggle 163
- 8 The Roots of Activism 189
- 9 Leaders and Followers 213
- 10 Strike 1969 247
- 11 Parity 289
- 12 Ford's Global Strategy 319
- 13 'Do as You're Told': What Strategy for Labour? 369

References Appendix 1: The Ford Motor Company in Britain and Europe Appendix 2: A Bibliographic Note Acknowledgements Subject Index Name Index