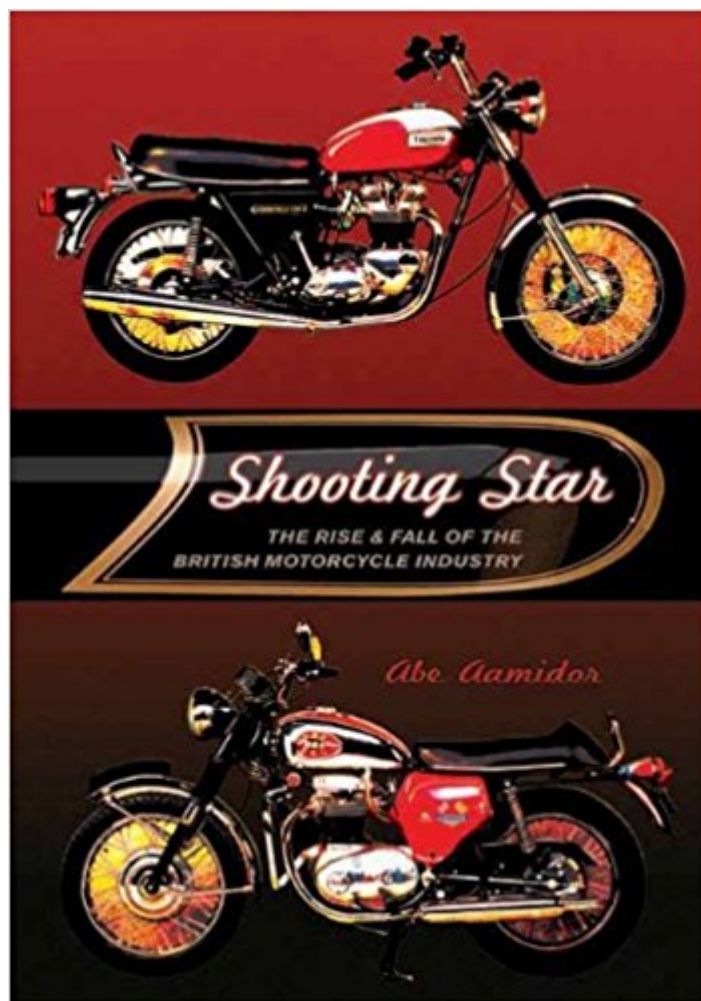


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# Shooting Star: The Rise & Fall Of The British Motorcycle Industry



## Synopsis

For many years the British motorcycle industry was the largest in the world, not counting low-powered mopeds and scooters and the like. After World War II the motorcycle industry was the third largest source of foreign exchange for the United Kingdom after motor cars and Scotch whiskey. Yet by 1975 the industry was essentially dead. What led to the fall of the motorcycle industry in Britain, after virtually defining the country for so long? *Shooting Star: The Rise and Fall of the British Motorcycle Industry* is the first comprehensive look at the motorcycle industry with a critical look at business and trade practices that led to its demise. The full romance, beauty and excitement of the machines and especially the top racers who rode them is captured here, but it's all blended for the first time with information about the lesser known businessmen who built the companies and then ran them into the ground, as well as a critical look at some of the engineers and designers who were brilliant and badly flawed at once. The failures of the British motorcycle industry are a painful object lesson for the badly strapped American automobile industry at the present time.

## Book Information

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## Customer Reviews

"Business schools, all of them, should include this case history in their collections of cautionary tales . . . Shooting Star is an apt title for this deeply researched and engaging account of the industry' trajectory." — *New York Times* "The book reads well and you have achieved a very good overview [of the industry]." — William Colquhoun, former managing director, Norton Villiers Triumph International, Ltd. "Goodness me, but you've done some research. There was quite a lot of

material within that I was seeing in detail for the first time."Â Â #151;Michael Jackson, Bonhams (Auctions) Motorcycle Department"Engaging and well-researched."Â Â #151;Motorcycle Classics"Takes a comprehensive look at iconic British motorcycle manufacturers Norton, BSA and Triumph and the business practices that eventually ran all three companies into the ground."Â Â #151;Cycle World"Aamidor has made a significant effort to research his subject."Â Â #151;Toronto Star

Abe Aamidor is a former award-winning journalist; he wrote for the Champaign-Urbana News-Gazette, the Indianapolis Star, and the St. Louis Globe-Democrat, and has taught journalism at Indiana University, Georgia Southern University, and Southern Illinois University. His novel, "Monastery of Writers," about a writers' commune in an abandoned resort in Southern Indiana with mysterious origins, was published in October 2015 and also is available on .Â Â

First rate research with good writing. Enjoyable read and history lesson.

A fine book about the growth of the English motorcycle industry, its rise to world fame, the inability of the hide-bound industry to accept market changes and its ultimate death. Hum... Sounds a lot like the US auto industry!Written by a Canadian with just a bit of obvious sympathetic excuses for the industry's faltering leadership and disdain for the rising Japanese, this book will be able to hold its own in the long run.If you consider yourself a fan, maven or enthusiast of Brit bikes, buy the book.

Good

The book seems like a very good read but half way through it locked up. I tried to resolve it with and was told there is an issue with the electronic version and they offered to refund the cost. I actually don't want the refund I want to finish the book!there was no hint of when or if the issue will be rectified.

Learning who and how the British motorcycle companies evolved and specific models developed was interesting. I own a modern day Triumph and can remember the older, classic brands and models.

Never underestimate the ingenuity of a bunch of been-counters to cripple a world leading industry. A

good read, well illustrated..

My dad loved it

Dealing with history is hard to do. Very hard to make it interesting if you already know the outcome.

It was good, but a bit lifeless

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