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# Germany's Economic Renaissance: Lessons for the United States

*J. Ewing*

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**J. Ewing : Germany's Economic Renaissance: Lessons for the United States** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Germany's Economic Renaissance: Lessons for the United States:

0 of 0 people found the following review helpful. Great insights into the policies behind Germany's economic success By JBS Mr. Ewing, an American journalist who has spent over twenty years in Germany studying and reporting

on German business, shares his insights into the cultural and structural factors that have contributed to Germany's economic success as an exporting power house. The key points are illustrated by a series of entertaining vignettes drawn from interviews with the CEOs of successful German businesses. Mr. Ewing points out that large conglomerates and small family businesses alike share a dedication to manufacturing top quality products that provide superior utility to their customers. In addition, he highlights the German approach of incorporating vocational skills into the educational system through apprentice programs which provides a skilled work force and fosters ongoing respect for the skilled craftsman. Thus, managers and work force have a shared vision and pride in the product and recognize that their mutual success is intertwined. Ewing provides an insightful and provocative read for business managers, academics, policy makers or anyone who wants a better understanding of Germany's successful business model.

0 of 0 people found the following review helpful. The German "Mittelstand" presented as alive and kicking! By Guuml;nther Rehme This book is a most enjoyable read and refreshingly different from many, often dry treatises on the subject. It combines valuable information with personal experiences and interviews of "Mittelstand" business leaders that provide a most lucid picture of what makes German "Mittelstand" firms different from other modes of production in other countries. Jack Ewing's approach is not theoretical, but instead is based on real life. The book is primarily intended for an American audience and Ewing invites the provoking question whether the American economy can draw lessons from the "Mittelstand" way to do things. For German readers it is fascinating to learn that economic success may just be around the corner from where you live. For our course on "German Economic History" I will put this book on the list of required readings for students. In general and to all other people interested in the subject I recommend this book very much.

0 of 5 people found the following review helpful. If you understand the word "mittelstand" then you don't need this book. By Al Lindner Priced like a textbook, it is nothing more than a pamphlet in hard cover, which repeats the stories of a few German businesses that were told far better in this book, "Hidden Champions of the Twenty-First Century: The Success Strategies of Unknown World Market Leaders" by Hermann Simon. Absolutely my worst book purchase ever! Save your money for something worthwhile.

In Germany's Economic Renaissance, veteran European correspondent Jack Ewing of The International New York Times explains how a country with some of the highest labor and energy costs in the world beat the odds to become the third-largest exporter of manufactured goods, after China and the United States. Men and women who manage German companies both big and small explain how any company can behave like a multinational, as well as the secrets of conquering the high end of the market where quality is more important than price. Both informative and entertaining, filled with rich character studies, this book is essential reading for everyone wondering how to bring factories - and the jobs they provide - back to American shores.

How did Germany do it? How did it steer through the economic storms of the last several years and come out stronger than before? What is the secret of a country with high labor and energy costs in maneuvering successfully in global competition? Jack Ewing takes a crack at answering those questions in his book *Germany's Economic Renaissance* (Palgrave, 2014)...

--American Institute for Contemporary German Studies, Johns Hopkins University, [aicgs.org/2014/07/germanys-economic-renaissance-jack-ewing/](http://aicgs.org/2014/07/germanys-economic-renaissance-jack-ewing/) "Jack Ewing dissects German business rules, habits, and procedures with the precise curiosity of an engineer who takes apart and analyses the newest product of a competitor. His approach is hands-on rather than theoretic and due to dozens of interviews with CEOs, managers, and company owners, as well as employee representatives, he attains an illuminating insight into the inner machinery of the German economy and its success. In doing so he has written a very easily understandable and readable book about the second German Wirtschaftswunder." - Wolfgang Reuter, Editor, Handelsblatt "Anyone looking to understand what makes Germany tick should read this book. Extraordinarily deft, profoundly human, and yet a deep analysis of how and why Europe's biggest economy works. Jack Ewing has spent two decades chronicling Germany, and has poured his knowledge and insight into one of the best portraits of the newly born, post-Cold War country, its leaders, and above all its prudent yet daring business people, the bedrock of their country, its success and its stumbles." - Alison Smale, Bureau Chief, The New York Times, Berlin, Germany; former Executive Editor, International Herald Tribune "Jack Ewing's analysis of the German economy's structure and character is comprehensive and thorough. From traditions to mentality, education to business practices, 'Mittelstand' to 'Agenda 2010', he describes what makes the German economy what it is today. As an experienced high-caliber journalist and long-time German resident, he is able to translate the specific characteristics of German management, economic policy, and society into an accessible and enjoyable read recommended for non-Germans and Germans alike." - Roland Berger, Founder and Honorary Chairman, Roland Berger Strategy Consultants "Is Germany's resurgence as a global economic power and political leader in Europe due to a secret strategy no one else can duplicate? Jack Ewing's insightful analysis of Germany's story shows how Germans built an equation based on historical strengths, adaptation to change, and commitment to competitive excellence. Typical German? Maybe - or maybe not, for those willing to take a look and a lesson from German formulas for success." - Jackson Janes, President, American Institute for

Contemporary German Studies, John Hopkins University, USA "Guido Westerwelle once said about Germany's economic competition with the United States, 'wir müssen Amerika nicht unbedingt kopieren sondern kapieren' (we don't necessarily have to copy the United States rather understand it). The United States has had a different path to its pinnacle of economic success, but it certainly can take a look across the Atlantic to understand what tools are needed to compete today - including those made in Germany." - AICGS Notizen "Ewing uses a variety of small to midsized firms and their generally noncorporate owners to illustrate the 'German' approach to technical innovation, market cultivation, and periods of economic stagnation . . . Very well written, the book exhibits a style that makes it accessible to a broad academic and nonacademic readership." - CHOICE, Recommended "This exposition of the German approach clarifies very persuasively why the German economy has once again achieved the role of powerhouse in Europe, and begs the obvious question of what others could learn from its strategy: 'Kopieren statt kopieren' that is 'understanding rather than just copying' must be the name of the game." - German Politics

About the Author Jack Ewing is European Economics Correspondent for The International New York Times, based in Frankfurt, Germany. He has spent more than 20 years covering German business and economics, including a decade at BusinessWeek magazine. He holds a master's degree in history from Trinity College, USA.