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Rebuilding the Brand: How Harley-Davidson Became King of the Road

By Clyde Fessler

Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, Rebuilding the Brand: How Harley-Davidson Became King of the Road, Clyde Fessler, In the early 1980s, Harley-Davidson was on the verge of bankruptcy. In the general public's opinion, quality was substandard--of both motorcycles and riders. Harleys leaked oil and were often broken down. Riders were roughnecks, out to raise hell. The Harley-Davidson brand was tarnished. What's more, the charges were true. By the mid-1980s, Harley couldn't produce enough bikes to keep the public happy. Dealers were selling bikes off the showroom floor, struggling to assuage customers frustration. And today, Harley-Davidson is a model brand. Harley-Davidson isn't just a motorcycle company anymore. It is a community, a look, a source of self-expression, an all-American appeal for freedom--all expressed in one little logo. So, what happened? How did Harley manage to pull itself from the fire, brush itself off, and ride off into the sunset? The secret: branding. Histories will tell you how Harley-Davidson closed the quality gap between Hogs and the cheaper, faster, sleeker Japanese bikes; how Harley used Japanese manufacturing methods to increase its cash flow; how Harley clawed its way back from the brink of bankruptcy. All these aspects were...



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