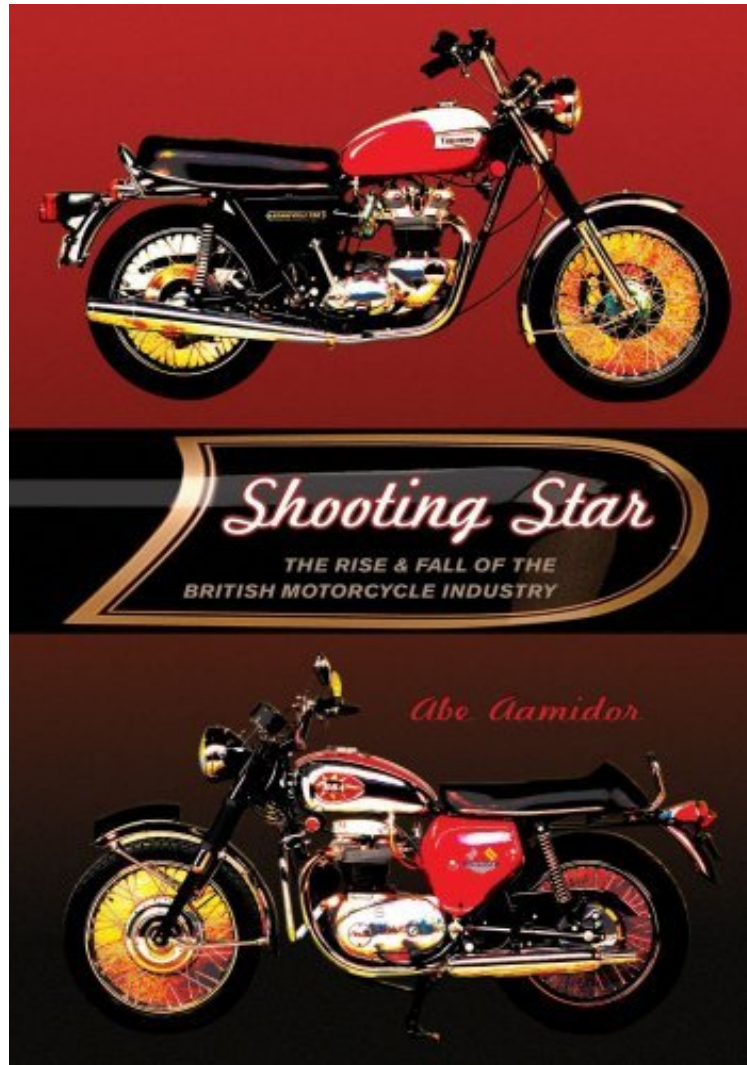


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Shooting Star: The Rise Fall of the British Motorcycle Industry

Abe Aamidor

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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.

"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*