

Motor Skoda Felicia

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HARTMAN ISABEL

Friendly Metaphors Lulu.com

Prag, 1968: Der Warschauer Pakt, allen voran die Sowjetunion, bereitete dem 'Prager Frühling', die Reformbewegung des 'Sozialismus mit menschlichem Antlitz', ein schnelles und grausames Ende. Tausende Tschechoslowaken fliehen aus ihrer Heimat in die umliegenden Länder Europas. Auch die Schweiz öffnete damals grosszügig ihre Grenzen. Fünfzig Jahre später macht sich Michelle Lebeda, ein achtzehn-jähriges Mädchen mit tschechischen Wurzeln auf die Suche nach ihrer Vergangenheit. Dabei erfährt sie nicht nur Unglaubliches zu den damaligen politischen Umständen, sondern bringt auch mehr und mehr über ihre eigene Familiengeschichte in Erfahrung. Vor allem die Lebensgeschichte ihrer Oma fasziniert und berührt Michelle zutiefst. Mit ihrer Hilfe beginnt das Mädchen Fragen zu stellen und vertieft nach Antworten zu suchen, die sie schlussendlich bis in die tschechische Hauptstadt führen. 'Historisch, wahr und emotional'

Ward's Automotive International Springer

This book examines the dramatic increase in automotive assembly plants in the former Socialist Central European (CE) nations of Czechia, East Germany, Hungary, Poland, and Slovakia from 1989 onwards. Enticed by relatively lower-wage labour and significant government incentives, the world's largest automakers have launched more than 20 passenger car assembly complexes in CE nations, with production accelerating dramatically since 2001. As a result, the annual passenger car production in Western Europe declined by more than 20% between 2001 and 2015, and alternatively in the CEE it increased by nearly 170% during this period. Drawing on case studies of 25 current and former foreign-run assembly plants, the author presents a rare historical account of automotive foreign assembly plants in the CE following this dramatic geographic shift. This book will expand the knowledge of policy-makers in Europe in relation to their pursuits of FDI and will be of great interest to scholars and students of business, economic history, political science, and development.

50 cabrioletter Peter Lang

More than 1,000 photographs in b&w and color illustrate the extraordinary variety of sports cars that have been offered to the public. All the great names are featured, including cars from Israel, Egypt, Spain, Switzerland, Norway and Brazil.

The Radiator Grada Publishing, a.s.

Written in simple and conversational language. Main points are

given in Bold Letters or in Boxes. Themes are easily understandable, even to a lay-man. A good number of case studies are included and each chapter has been discussed in detail & discussed throughly.

World Motor Vehicle Data BoD – Books on Demand

This highly topical book brings together some of the world's leading specialists on the global car industry who discuss the ins and outs of the faster lane of regionalism at a time that the world is reassessing the ins and outs of globalization. It provides a thorough and up-dated mapping of the worldwide geography of the car industry, in the triad regions (Europe, North America and Japan), and in the emerging countries and regions.

Tell Springer Science & Business Media

Color drawings and brief specifications of automobiles produced all over the world from 1770 through 1967, in a chronological arrangement. An introduction gives a brief history of auto making in the United States, Britain, France, Japan, and Italy.

Motor Sport Motorbooks International

Commonwealth of Independent States (CIS) Industry: Automobile Industry

Motor Industry Magazine Oxford University Press

The automotive industry is a major pillar of the modern global economy and one of Europe's key industries. There can hardly be any doubt about the important role of this sector as an engine for employment, growth and innovation in Europe, and there are crucial challenges and opportunities ahead. The authors shed light on a broad range of issues – globalisation and restructuring, trade and foreign direct investment, innovation, regulation, and industry policy – and put a special focus on the new member states. While change may be inevitable, progress is not. This book shall serve as a map to all stakeholders: business executives and policy makers, investors and scholars.

Spartak, Octavia, Felicia Lindhardt og Ringhof

"I en åben bil sidder man næsten ude i det fri, så når man kører 50 km/t, føles det som at køre 100 km/t. Det betyder, at man kører rundt med et stort smil" - Steen Bachmann, *Bil Magasinet* Bogen til biltosser i alle aldre med 50 af de nyeste, hurtigste og smukkeste åbne biler. Læs om kendte modeller fra Jaguar, Ferrari og Lamborghini og mindre kendte, men sjove fra mærker som Breckland, Morgan og Excalibur. Bogen er skrevet af Steen Bachmann, der er motorjournalist og far til tre, og billederne er taget af Danmarks bedste bilfotografer fra *Bil Magasinet*. Så spænd sikkerhedsselen, læn dig tilbage og nyd turen.

The Autocar Grada Publishing a.s.

Spartak, Octavia, Felicia - mit diesem Skoda-Trio begann in den 50er und 60er Jahren in der Tschechoslowakei die individuelle Mobilität. Der Spartak, ein Volksauto, läutete mit seinem

Erscheinen die lange Periode einer ganzen Modellreihe ein, die 1955 begann und mit dem Kombi 1971 ihr Ende nahm.

Europe's Automotive Industry on the Move S. Chand Publishing

Includes advertising matter.

De Kampioen Springer

A research bulletin for the worldwide automotive industry.

Motor Industry Management Veloce Publishing Ltd

De Kampioen is the magazine of The Royal Dutch Touring Club ANWB in The Netherlands. It's published 10 times a year with a circulation of approximately 3,5 million copies.

Motor Cycling and Motoring

A comprehensive guide to all the Volkswagens not built in Germany and the unusual ones that were. Covers type designations, chassis numbers, VW options and much more.

Auto-universum

This is a collection of essays to celebrate 45 years of Professor Aleksander Szwedek's academic endeavour and his impressive contribution to the development of linguistics in Poland and abroad. The articles seek to represent an eclectic range of topics in linguistics, literature and cultural studies. They reflect the versatile and influential nature of Professor Szwedek's work, and have been contributed by colleagues and former pupils, now active in a variety of academic fields, within English studies. All have been inspired in various ways by the work and teaching of Aleksander Szwedek.

F&S Index Europe Annual

How do brand names differ from other names, and what goes into making a good name great and a bad name ghastly? Knowing this can spell the difference between bankruptcy and marketplace triumph. In this indispensable guide, the authors share the secrets of successful brand names--how they've indelibly stamped cultures around the world; who makes them; why they're made; and how they're compiled, bought, sold, and protected. The book outlines what kind of names exist--the initialized, descriptive, allusive, and coined. How namers surf on brainwaves. The do's, don'ts, and nevers of naming, how the structure of names is built from the ground up and how their sounds are engineered. Why names symbolize benefits. Where in the world brands may be found, and what will become of them. Fast-paced, illustration-packed, gazing at the past and probing into the future, this is the definitive book on naming. The Making of A Name is the one book anyone interested in "owned words" must have.

Ward's World Motor Vehicle Data

Business Today

Autocar & Motor

International Motor Business