



The Bombardier Story: From Snowmobiles to Global Transportation Powerhouse

Larry MacDonald

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The story of the company that was founded by the inventor of the snowmobile

In 1942, Joseph-Armand Bombardier invented the snowmobile and founded his company to manufacture them. From its humble beginnings as an entrepreneurial company in rural Quebec, led by an enterprising inventor, Bombardier Inc. has emerged as a global leader in the transportation industry. This book tells the fascinating tale of this remarkably well managed company that has enjoyed spectacular growth in its chosen markets through strong leadership and management strategy, succession planning, strategic diversification, and turnaround and acquisition artistry.

- The fascinating story of the world's largest rail manufacturer for both railway and subway
- Reveals why Bombardier Inc. is a multi-faceted global company yet nobody knows their name
- Written by Larry MacDonald the author of Nortel Network

The Bombardier Story shows how invention and entrepreneurship, management and leadership, smooth succession planning, and turnaround and acquisition built this global powerhouse.

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