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New Book by Former Auto Executive Offers Guidance for Management

Winthrop University

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New Book by Former Auto Executive Offers Guidance for Management

Quick Facts

- On Tuesday, Nov. 30, Olson will hold a book-signing event from 5-7 p.m. at the Winthrop bookstore in the new DiGiorgio Campus Center.
- He wrote the book to “reach and teach” his management students how to plan, organize, lead and control in business.



Jim Olson

ROCK HILL, S.C. - Many companies in the U.S. financial sector as well as some in the manufacturing sector violated their unwritten contract with American society, opening the door to massive government intervention that may drastically alter America’s capitalist roots and undercut the country’s lifestyle.

Conservative management practices could have avoided this perverse result says former auto industry executive **Jim Olson**, now the Executive in Residence at Winthrop University’s **College of Business Administration**. Olson’s new book – “The Little Red Box of Management Tools” – discusses these straightforward and ethical practices.

On Tuesday, Nov. 30, **Olson** will hold a book-signing event from 5-7 p.m. at the Winthrop bookstore in the new **DiGiorgio Campus Center**.

Olson became familiar with both value-creating and value-destroying management practices during 16 years at Ford and 19 years at Toyota. He rose to Toyota’s senior vice president of external affairs and public policy at the automaker’s North American holding company in New York City before retiring in 2004.

He wrote the book to “reach and teach” his management students how to plan, organize, lead and control in business. Published by Tate Publishing & Enterprises, the book is available for \$12 for the print and \$5 for the electronic version.

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