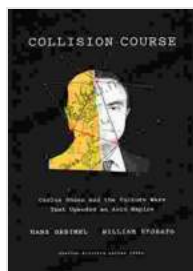


Carlos Ghosn and the Culture Wars That Upended an Auto Empire



Carlos Ghosn, the former CEO of Nissan and Renault, was once hailed as a visionary leader who saved the Japanese automaker from bankruptcy. However, his career came crashing down in 2018 when he was arrested on charges of financial misconduct. Ghosn's arrest sparked a series of events that led to a bitter power struggle between Nissan and Renault, and ultimately to Ghosn's dramatic escape from Japan in 2019.



Collision Course: Carlos Ghosn and the Culture Wars That Upended an Auto Empire by Hans Greimel

★★★★☆ 4.4 out of 5

Language : English
File size : 2033 KB
Text-to-Speech : Enabled
Screen Reader : Supported

Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 335 pages



Ghosn's Rise to Power

Ghosn was born in Brazil in 1954 to Lebanese parents. He studied engineering in France and began his career at the French tire company Michelin. In 1999, he was hired by Nissan to turn around the struggling automaker. Ghosn quickly implemented a series of cost-cutting measures and introduced new models that helped Nissan regain profitability.

In 2005, Nissan formed a strategic alliance with Renault, the French automaker. Ghosn was appointed CEO of both companies, becoming one of the most powerful figures in the global auto industry. Under Ghosn's leadership, Nissan and Renault became one of the world's largest automakers.

The Culture Wars

Despite his success, Ghosn's leadership style was often criticized. He was known for being autocratic and demanding, and he often clashed with Nissan's Japanese executives. The cultural differences between Nissan and Renault also led to tensions within the alliance.

In 2018, Ghosn was arrested on charges of financial misconduct. He was accused of underreporting his salary and using company funds for personal

expenses. Ghosn denied the charges, but he was held in a Tokyo jail for over 100 days.

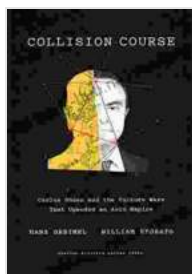
Ghosn's arrest sparked a power struggle between Nissan and Renault. Nissan's Japanese executives wanted to remove Ghosn from his position as CEO, while Renault's French executives supported him. The conflict between the two companies led to a breakdown in the alliance.

Ghosn's Escape

In December 2019, Ghosn made a dramatic escape from Japan. He fled the country on a private jet, disguised as a musician. Ghosn eventually arrived in Lebanon, where he has citizenship.

Ghosn's escape has raised questions about the fairness of the Japanese justice system. It has also cast a shadow over the future of the Nissan-Renault alliance.

Carlos Ghosn's career has been a tale of triumph and tragedy. He was once hailed as a visionary leader, but his reputation has been tarnished by the charges of financial misconduct. His arrest and escape have also raised questions about the future of the global auto industry.



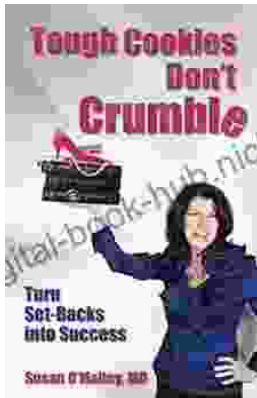
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