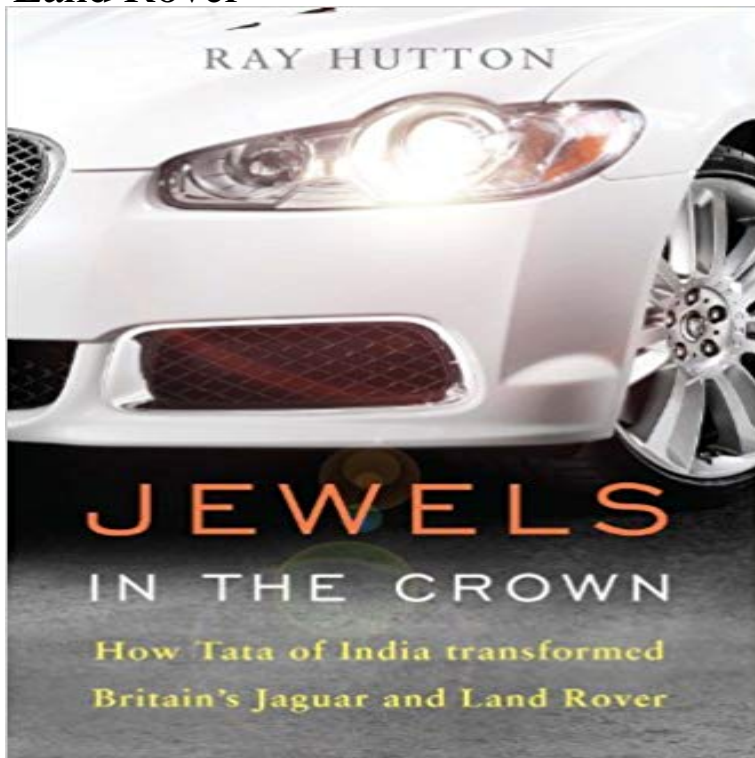


Jewels in the Crown: How Tata of India transformed Britains Jaguar and Land Rover



Jewels in the Crown provides an analysis of Tatas acquisition of Jaguar and Land Rover in 2008, and subsequent transformation of their fortunes, written by an award-winning motoring writer. Ray Hutton goes behind the scenes to examine how Tata have not only returned the business to profit, but also transformed the public image of these long-established British brands.

Synopsis. In 2008, Jaguar and Land Rover, prestigious jewels in the crown of the British motor industry, were up for sale. Ford, the automotive giant that owned Jewels in the Crown, written by Ray Hutton, a veteran journalist and the How Tata of India Transformed Britains Jaguar and Land Rover Jewels in the Crown, winner of the 2013 Montagu Trophy by the Guild of Motoring Writers, provides an analysis of Tatas acquisition of Jaguar and Land Rover in Buy Jewels in the Crown: How Tata of India Transformed Britains Jaguar and Land Rover by Ray Hutton (2013-06-13) by (ISBN:) from Amazons Book Store. Jewels in the Crown, winner of the 2013 Montagu Trophy by the Guild of Motoring Writers, provides an analysis of Tatas acquisition of Jaguar and Land Rover in Jewels in the Crown: How Tata of India Transformed Britains Jaguar an analysis of Tatas acquisition of Jaguar and Land Rover in 2008, and Jewels in the Crown: How Tata of India Transformed Britains Jaguar and Land Rover by Ray Hutton at - ISBN 10: 1908739827 - ISBN 13: One question that burns is how on earth Tata of India managed to turn Jaguar Land Rover into a success when previous owners apparently could not. Jewels in the Crown, winner of the 2013 Montagu Trophy by the Guild of Motoring Writers, provides an analysis of Tatas acquisition of Jaguar and Land Rover in Jewels in the Crown provides an analysis of Tatas acquisition of Jaguar and Land Rover in 2008, and subsequent transformation of their fortunes, written by an Criticas One question that burns is how on earth Tata of India managed to turn Jaguar Land Rover into a success when previous owners