

1977 Chevrolet Pickup Trucks Dealership Sales Brochure Options Colors Specs For C10 C20 C30 And K 10 And K20 4 Wheel Drive Pickup Trucks Fleetside Stepside Chassis Cab Crew Cab

As the 1950s dawned, General Motors focused its industrial might on producing revolutionary rather than evolutionary cars with the ultimate goal to become the clear market leader in the automotive industry. To accomplish this goal, the company designed, developed, and consistently released innovative automotive technology. During the decade, Chevrolet introduced the small-block V-8, automatic transmission, air-conditioning, power steering, and many other innovations that made the cars faster, more comfortable, and safer. All of the pieces had fallen into place. General Motors had astute leadership, a brilliant engineering team, forward-thinking stylists, a massive manufacturing infrastructure, and the capability to produce cutting-edge technology. With unbridled optimism and exuberance to meet the demands of the booming U.S. economy of the 1950s, the company designed, developed, and delivered an unprecedented number of breakthrough technologies, and established the blueprint for the modern automobile. Automotive historian and veteran author David Temple goes behind the scenes to reveal how these technologies were designed, manufactured, and installed on Chevrolet's fine portfolio of cars: the Corvette, 1955-1957 Bel Air, Nomad, Impala, and many more. Inside General Motors, many dedicated and talented leaders who were determined to make Chevrolet cars the best on the market. Vice President of Styling Harley Earl and his team designed the 1952 Corvette concept car for the Motorama show. After receiving numerous accolades, it was rushed into production. Design chief Bill Mitchell used his design acumen and creative vision as he led his team to style the 1955-1957 Bel-Air. Zora Arkus-Duntov worked tirelessly and transformed the Corvette from a touring car into a genuine sports car. Ed Cole and his engineers overcame many challenges to develop the compact, efficient, and powerful Chevy small-block V-8, which continued in production for decades. Chevrolets of the 1950s retraces the design, development, and production of these cars, but it also covers innovative vital components that were installed in them. If you have been looking for the inside story on GM's arguably greatest decade, the models, and the technology it produced, you have found it.

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Focusing on the persuasive strategies of journalists, advertisers, and politicians, this text examines the power of the mass media to influence the perceptions and actions of the public. It also reveals how the public exerts its own influence on the mass media in turn. After an introductory chapter on the nature and use of the mass media, the authors examine in turn journalism and advertising, with separate chapters on definition, persuasive strategies, and interactive influence. In the final two chapters, they turn to the world of politics, noting how politicians use both news and advertising to get their points across to the public.

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Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will

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help make it better.

The truck's role in American society changed dramatically from the 1960s through the 1980s, with the rise of off-roaders, the van craze of the 1970s and minivan revolution of the 1980s, the popularization of the SUV as family car and the diversification of the pickup truck into multiple forms and sizes. This comprehensive reference book follows the form of the author's popular volumes on American cars. For each year, it provides an industry overview and, for each manufacturer, an update on new models and other news, followed by a wealth of data: available powertrains, popular options, paint colors and more. Finally, each truck is detailed fully with specifications and measurements, prices, production figures, standard equipment and more.

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