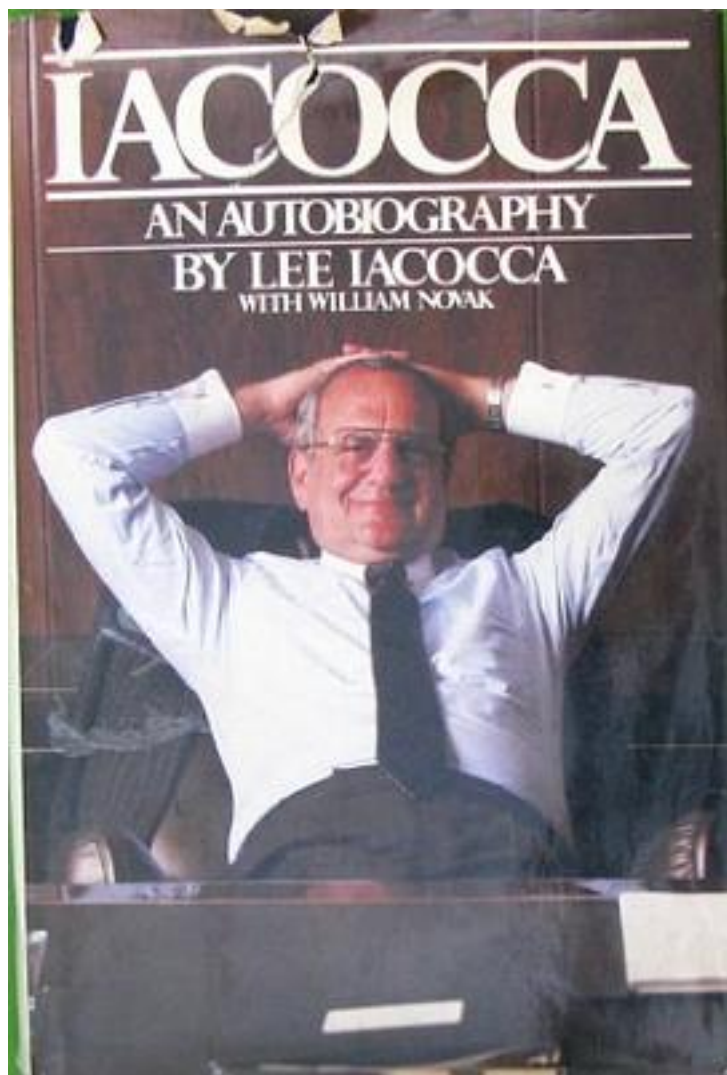


lacocca



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著者:Lee Iacocca

出版者:Bantam

出版时间:2007-4-3

装帧:Paperback

isbn:9780553384970

He’s an American legend, a straight-shooting businessman who brought Chrysler back from the brink and in the process became a media celebrity, newsmaker, and a man many had urged to run for president.

The son of Italian immigrants, Lee Iacocca rose spectacularly through the ranks of Ford Motor Company to become its president, only to be toppled eight years later in a power play that should have shattered him. But Lee Iacocca didn’t get mad, he got even. He led a battle for Chrysler’s survival that made his name a symbol of integrity, know-how, and guts for millions of Americans.

In his classic hard-hitting style, he tells us how he changed the automobile industry in the 1960s by creating the phenomenal Mustang. He goes behind the scenes for a look at Henry Ford’s reign of intimidation and manipulation. He recounts the miraculous rebirth of Chrysler from near bankruptcy to repayment of its \$1.2 billion government loan so early that Washington didn’t know how to cash the check.

作者介绍:

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励志

传记

评论

前半部分非常非常好 有料有情感 最后的结尾就有点草草了

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