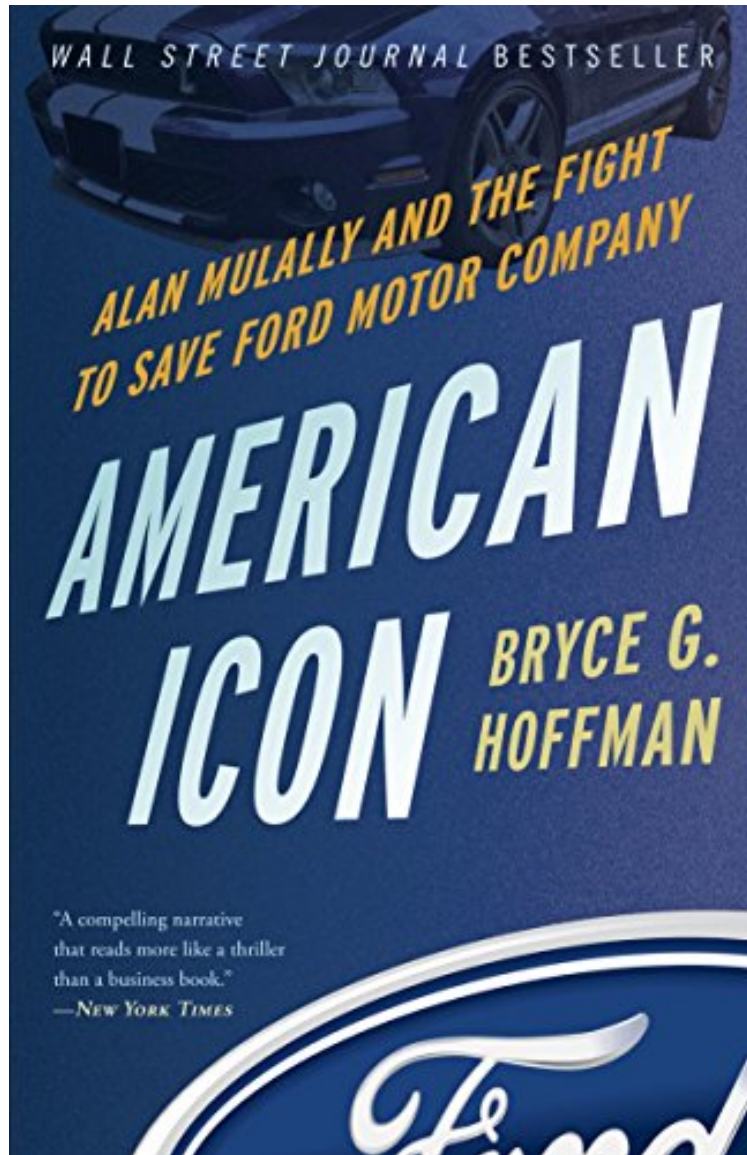


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American Icon: Alan Mulally and the Fight to Save Ford Motor Company

Bryce G. Hoffman

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Bryce G. Hoffman : American Icon: Alan Mulally and the Fight to Save Ford Motor Company before purchasing it in order to gage whether or not it would be worth my time, and all praised American Icon: Alan Mulally and the Fight to Save Ford Motor Company:

3 of 3 people found the following review helpful. Quality, Page Turning Non-FictionBy Blake S.I have to confess that this book was a complete stunner. I purchased it hoping to get a decent idea of what Ford went through during the

economic crisis of 2006-2009, but this book proved to be a detailed, engrossing story that I could barely put down. Anyone who follows the news is well aware of the debacle that was the US auto industry in 2007, but Hoffman provides such depth in describing the issues facing the industry and the corporate in-fighting that it almost reads like fiction. You are instantly endeared to Bill Ford as a man that can put aside his own ego for the good of the company he loves, and you root for Alan Mullaly throughout the book even though we already know Ford made it through to the other side. His belief in his system and his ability to completely change the corporate culture of a multi-national company are truly inspiring. Outside the story itself, there are all sorts of interesting factoids to be found such as how the common stock was set up to ensure the Ford family maintained voting rights, and how neither Chrysler or General Motors would've survived if President Obama had stuck to President Bush's original requirements. The book delivers on so many different levels. I highly recommend to anyone with an interest in business or just an interest in a great story.

2 of 2 people found the following review helpful. Great book, well written
By A. L. DeWitt
This is an excellent book on Mullaly and more importantly, on Ford. If you want to understand why their car's all sucked before 2006, this will get you that understanding. It is well researched (I know because I used that research to find facts for a lawsuit against Ford). It is written in a clear and engaging style. When I am recognized as Lawyer of the Millenia I'll get Hoffman to write my bio.

4 of 4 people found the following review helpful. This is a wonderful book about a humble and smart inspiring man and ...
By Simon
This is a wonderful book about a humble and smart inspiring man and the Ford turnaround. This true life story of how Ford was saved reads like a thriller if you like business tension, pressure and passion. I could not put the book down and learnt great lessons about teamwork, how to negotiate fairly and how to survive a financial storm like no other!

The inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family's last great industrial dynasty could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of *Too Big to Fail* and *The Big Short*, *American Icon* is narrative nonfiction at its vivid and colorful best.