


[DOWNLOAD](#)


Ford Tough: Bill Ford and the Battle to Rebuild America's Automaker (Hardback)

By David Magee

John Wiley and Sons Ltd, United States, 2004. Hardback. Book Condition: New. 230 x 160 mm. Language: English . Brand New Book. An inside look at the company that defined American industry and the man who runs it Ford Tough is the contemporary story of a company fighting to position itself in a new era of business, with the founder's visionary great-grandson as the leader of the new Ford Motor Company. Bill Ford Jr. is the first Ford family member to run the company since 1979. A self-professed environmentalist and by all accounts a nice guy, he might not seem the most obvious choice for a hard-nosed corporate leader. But his vision of the company's future, his genuine care for his employees, his well-timed toughness, and his obvious concern for the long-term well-being of Ford Motor Company have proven to be essential characteristics for the leader of America's most famous brand. Ford watched the company decline beginning in 1999 as then-CEO Jacques Nasser tried to remake the automaker into a new economy business. When the plan did not work, Ford stepped in to rebuild the automaker and restore faith from employees, consumers, and dealers. He guided Ford...



[READ ONLINE](#)
[1.59 MB]

Reviews

Definitely among the best book I have got possibly study. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Olga Ledner MD**

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

-- **Shayne O'Conner**