



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...

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