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Ford Motor Company: The Greatest Corporate Turnaround in U.S. History

By Gerhard Geyer

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 518 pages. Dimensions: 9.0in. x 6.0in. x 1.1in. With the survivability of his company in serious doubt, William Clay Ford, Jr. dismissed himself as CEO of Ford Motor Company in September 2006 and appointed Boeing engineer Alan R. Mulally as President and CEO. Mr. Mulally's appointment was risky because he had no automotive experience, and past efforts to hire outsiders at Ford were not successful. The 34 chapters 500-page book reviews how Ford reinvented itself, and did not join GM and Chrysler into Chapter 11. Importantly, before reviewing the Mulally era, the first 16 chapters of the book provide a background of the U. S. auto industry Ford's history since the late 1950s. This includes a synopsis of the auto industry's culprits, a detailed description of the golden 1950s and 1960s, and how the 95 market control eventually weakened the U. S. auto companies. This is followed by a review of the Japanese invasion, and the impact of the 1973 OPEC embargo, which totally changed the auto industry. The 1980s and 1990s are summarized, especially the disastrous late 1980s and late 1990s costly non-core acquisition sprees, and its aftermath....



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