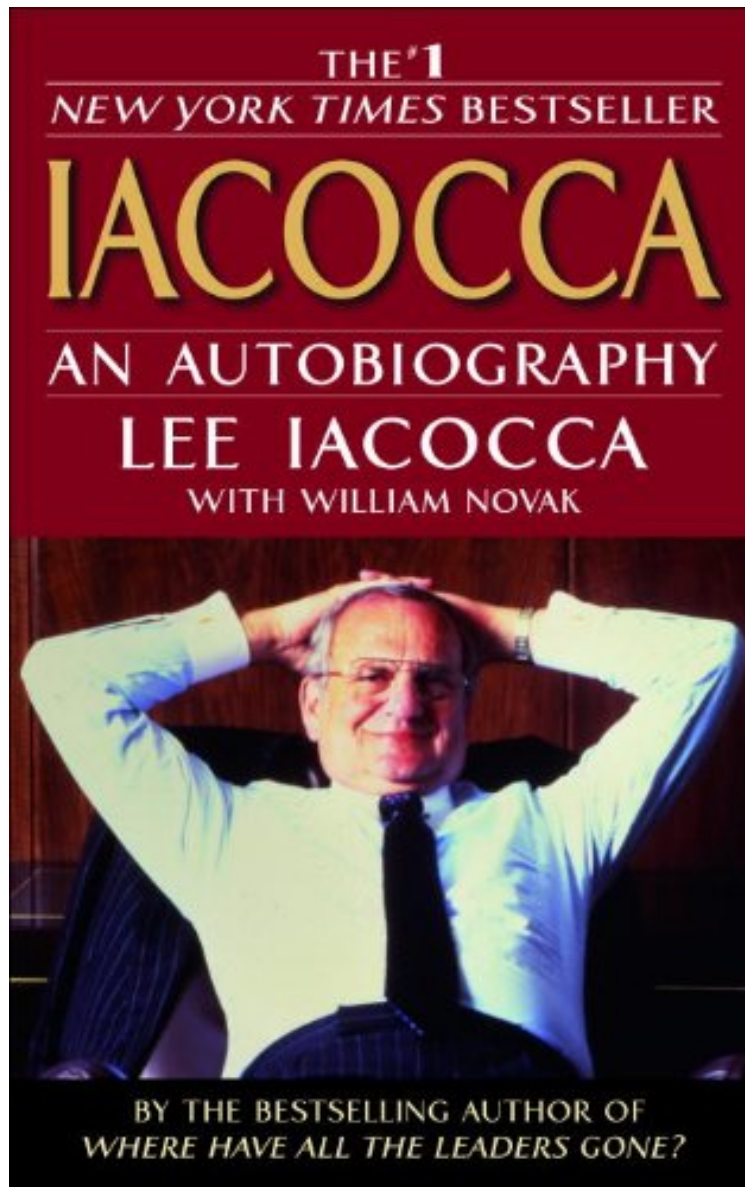


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## Iacocca: An Autobiography

*Lee Iacocca, William Novak*

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**Lee Iacocca, William Novak : Iacocca: An Autobiography** before purchasing it in order to gage whether or not it would be worth my time, and all praised Iacocca: An Autobiography:

2 of 2 people found the following review helpful. A lesson in networking and team building. Great readBy Darren TealeGrowing up in the seventies even in Australia you heard things about Lee Iacocca in the newspapers and on the news and not all good particularly around the time Chrysler pulled the pin on Australia after making a deal with Mitsubishi.Being a student of history I knew that there was more to the Man than what we read in the papers. I was

already aware of what he had do for Ford and also he had brought back Chrysler for the bring of destruction. The one thing I didn't expect from Iacocca's story was an excellent lesson in networking in business. Although in his book he never sells himself as a master net-worker. Yet in is credit he constantly mentions people by name from mentors and people under him praising the team around him for the success of the company. This book is an excellent demonstration of How a business is built on people a lesson that is so often forget in today's fast paced world. As the world gets smaller with technology it is more important than ever that your business connections, the people you keep closest at work have more to do with your success than anything else you do. If you are looking at success than this is a must read Lee Iacocca has shared his mistakes and success that is not dry like some autobiography's I found the book both entertaining and informative. Darren Teale 2 of 2 people found the following review helpful. Lee is a genius and I loved his book By Mike Excellent book. Lee goes into his life, which any business person, or just any Mustang fan will love to read about. The rest of the book is quite impressive. He writes in a style that anybody can read. You don't have to be a business guru to understand this guy. He is an excellent communicator. I personally could not put this book down. The man is impressive, and he should have ran for President. 0 of 0 people found the following review helpful. Awesome Reading By Lulu Lee Iacocca's dedication to his passion is unheard of today. He loved making cars but more than that, he loved America. What bothers me, though, are the problems he stated 30 years ago continue to persist today - 2017! I hope President Trump is able to make a dent toward making America great again.

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. From the Trade Paperback edition.