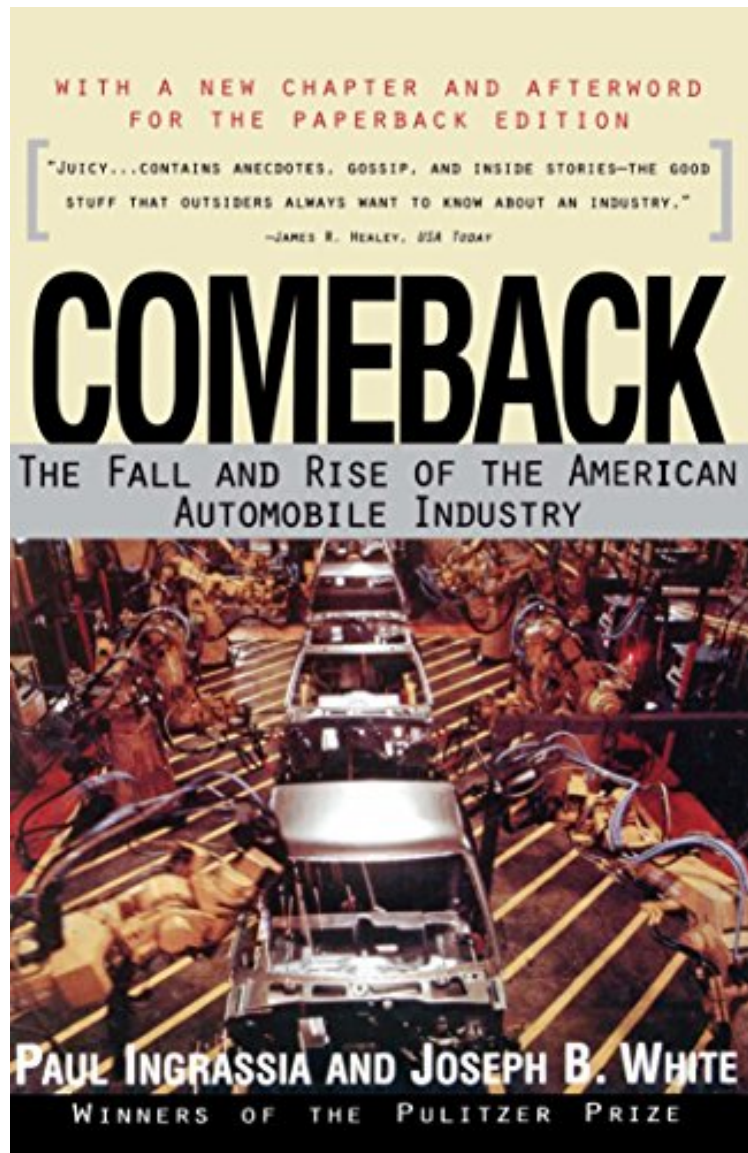


(Mobile ebook) Comeback: The Fall Rise of the American Automobile Industry

Comeback: The Fall Rise of the American Automobile Industry

Paul Ingrassia, Joseph B. White

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Paul Ingrassia, Joseph B. White : Comeback: The Fall Rise of the American Automobile Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised Comeback: The Fall Rise of the American Automobile Industry:

In Comeback, Pulitzer Prize-winners Paul Ingrassia and Joseph B. White take us to the boardrooms, the executive offices, and the shop floors of the auto business to reconstruct, in riveting detail, how America's premier industry

stumbled, fell, and picked itself up again. The story begins in 1982, when Honda started building cars in Marysville, Ohio, and the entire U.S. car industry seemed to be on the brink of extinction. It ends just over a decade later, with a remarkable turn of the tables, as Japan's car industry falters and America's Big Three emerge as formidable global competitors. Comeback is a story propelled by larger-than-life characters -- Lee Iacocca, Henry Ford II, Don Petersen, Roger Smith, among many others -- and their greed, pride, and sheer refusal to face facts. But it is also a story full of dedicated, unlikely heroes who struggled to make the Big Three change before it was too late.