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About the Author Lee Iacocca was the president of Ford Motor Company and chairman of the Chrysler Corporation. In retirement, he devoted his time to the Iacocca Family Foundation, which raises money for diabetes research. Lee Iacocca died in 2019.

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Iacocca: An Autobiography: Iacocca, Lee, Novak, William ...

Iacocca: An Autobiography is Lee Iacocca's best selling autobiography, co-authored with William Novak and originally published in 1984. Most of the book is taken up with reminiscences of Iacocca's career in

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the car industry, first with the Ford Motor Company, then the Chrysler Corporation.

Iacocca: An Autobiography -
Wikipedia

Lee Iacocca is the former chairman of Chrysler Corporation and the author

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of Talking Straight and the
autobiography Iacocca.

Iacocca: An Autobiography by Lee
Iacocca, William Novak ...

This is an excellent and insightful
autobiography by Lee Iacocca, the
man who was a president at Ford

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Motor Company and, later, at Chrysler Motors. The book describes the workings of the auto industry, covering its advantages and disadvantages.

Iacocca: An Autobiography by Lee Iacocca

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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...

Iacocca: An Autobiography - Lee A.

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Iacocca, William Novak ...

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

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spectacularly through the ranks of Ford Motor Company to become its president, only to be toppled eight years later in a power

Iacocca An Autobiography by Lee Iacocca - Goodreads
Iacocca is a familiar and respected

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name often brought up in good company with Ford's popular Mustang. A couple of months prior to finding this book I had seen the Ford v Ferrarimovie, a movie I can highly recommend to everyone. Holding the book in my hand I came to think about the scene in the movie where

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Iacocca is visiting Enzo Ferrari in Italy.

Iacocca: An Autobiography -
Kustomrama

Iacocca: An Autobiography is the fascinating story of Lee Iacocca, a business legend. He helped shape Ford into the number two US auto

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maker and then saved Chrysler from going out of business. In this book, Iacocca reveals the situations he faced and the management magic he performed to make both companies into good performers.

Iacocca: An Autobiography Summary

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& Study Guide

Two books written by Iacocca, his 1984 autobiography *Iacocca* and *Talking Straight* (1988), became best-sellers. He even made an appearance on the popular 1980s TV show *Miami Vice*.

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Lee Iacocca - Spouse, Quotes &
Mustang - Biography

In 1984, Iacocca co-authored (with William Novak) an autobiography, titled Iacocca: An Autobiography. It was the best selling non-fiction hardback book of 1984 and 1985. The book used heavy discounting

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which would become a trend among publishers in the 1980s. Iacocca donated the proceeds of the book's sales to type 1 diabetes research.

Lee Iacocca - Wikipedia

Lee Iacocca was the first CEO's name I knew. I remember as a kid someone

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reading his autobiography and wanting to read it, but I knew I was too young to understand. After his death, I decided to read it even though I am not a car person. It was a great read!

Amazon.com: Iacocca: An

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Autobiography eBook: Iacocca, Lee ...
Iacocca is an autobiography that captures the life and times of the son of an Italian immigrant family living his American dream. The autobiography covers a background analysis on Iacocca's father, his marriage and final settlement in

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America before traversing through the life of Lee Iacocca.

Iacocca By Lee Iacocca, William Novak
– Book Review Example

Lee Iacocca is also a genuine folk hero. . . . His career is breathtaking. ” —Business Week

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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.

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Lee, Novak, William ...

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

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the 1960s by creating the phenomenal Mustang.

Iacocca : an autobiography (eBook, 2007) [WorldCat.org]

Lee Iacocca is also a genuine folk hero.... His career is breathtaking. ” —Business Week

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He ' s an American legend, a straight-shooting businessman who brought Chrysler back from the brink and in the...

Iacocca: An Autobiography by Lee Iacocca, William Novak ...

Iacocca retired in 1992 but remained

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the head of Chrysler's executive committee. He has written two best selling books, "Iacocca: An Autobiography" in 1984, and "Talking Straight" in 1988. Lee...

Iacocca: An Autobiography - Lee Iacocca, William Novak ...

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Author of the gigantic number one bestsellers Iacocca: An Autobiography and Talking Straight, Lee Iacocca famously didn't mince words and in this, his last book, offers his no-nonsense, straight-up...

Iacocca: An Autobiography by Lee

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Iacocca, William Novak ...

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He ' s an American legend, a straight-shooting businessman who brought Chrysler back from the brink and in the process became a media celebrity,

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