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“Bryce G. Hoffman’s American Icon brilliantly recounts the Lazarus-like resurgence of the Ford Motor Company under the bold and inspiring leadership of CEO Alan Mulally.

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Hoffman, one of America's best auto industry reporters, has written a timely book about the relevance of Ford that serves as a larger metaphor for America at large.

*American Icon: Alan Mulally and the Fight to Save Ford ...*

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American Icon: Alan Mulally and the Fight to Save Ford Motor Company - Kindle edition by Hoffman, Bryce G.. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading American Icon: Alan Mulally and the

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*Amazon.com: American Icon: Alan  
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Our CEO gets the credit for my  
discovery of American Icon: Alan  
Mulally and the Fight to Save Ford  
Motor Company, by Bryce G. Hoffman.

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He mentioned that he was reading it and that he recommended it to all of us. Hoffman spent 22 years as a newspaper reporter, covering, among other industries, the automobile industry in Detroit.

*American Icon: Alan Mulally and the*

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*Fight to Save Ford ...*

American Icon: Alan Mulally and the Fight to Save Ford Motor Company is a book written by Bryce G. Hoffman about the turnaround of Ford Motor Company under the leadership of CEO Alan Mulally.

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*American Icon: Alan Mulally and the  
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Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in...



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*American Icon: Alan Mulally and the  
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March 12, 2012 • In 2009, when the other Big Three automakers were filing for bankruptcy protection, Ford CEO and auto-industry outsider Alan Mulally helped the company post its first

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*American Icon : NPR*

Mulally had proven that at the Boeing Company, where he was credited with saving the commercial aircraft division from a series of catastrophes ranging from the Asian financial crisis of the

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late 1990s to the terrorist attacks of September 11, 2001, that had cost Boeing most of its business.

*Nine Things I Learned from Alan Mulally*

"Bryce G. Hoffman's *American Icon* brilliantly recounts the Lazarus-like

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resurgence of the Ford Motor Company under the bold and inspiring leadership of CEO Alan Mulally. Hoffman, one of America's best auto industry reporters, has written a timely book about the relevance of Ford that serves as a larger metaphor for America at large.

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*American Icon: Alan Mulally and the  
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But three years later, when Chrysler and General Motors were filing for bankruptcy protection, Mulally helped Ford post its first annual profit since 2005. In his new book, American Icon:

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*How Ford's CEO Helped Restore The  
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Mulally's achievements at Ford are  
chronicled in the book American Icon:  
Alan Mulally and the Fight to Save  
Ford Motor Company by Bryce G.

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Hoffman, published in 2012. On July 15, 2014, he was appointed to the Board of Directors of Google. Mulally was the executive vice president of Boeing and the CEO of Boeing Commercial Airplanes (BCA).

*Alan Mulally - Wikipedia*

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American Icon is a story of leadership that offers valuable lessons for organizations of all sizes." --Lee Iacocca "Bryce G. Hoffman's American Icon brilliantly recounts the Lazarus-like resurgence of the Ford Motor Company under the bold and inspiring leadership of CEO Alan Mulally.



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*American Icon: Alan Mulally and the  
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About American Icon The inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. At the end of 2008, Ford Motor Company was just months away

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Company  
from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout.

*American Icon by Bryce G. Hoffman:  
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Ford was battling its own dysfunctional corporate culture and was losing customers due to “lackluster” designs and poor quality. Its share prices and

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Company debt ratings had plummeted, and the company was projecting a 2006 loss of more than \$12 billion. In the midst of this maelstrom, Ford appointed former Boeing executive Alan Mulally as its new CEO.

*American Icon Free Summary by*

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*Bryce G. Hoffman*

American Icon: Alan Mulally and the  
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Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in Dearborn. He also

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convinced the United Auto Workers to join his fight for the soul of American manufacturing.

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(2012) is a work of business nonfiction by Bryce G. Hoffman. In the book, Hoffman explores how a new CEO transformed the Ford Motor Company, saving it from financial collapse.

*American Icon Summary |  
SuperSummary*

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Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses.

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