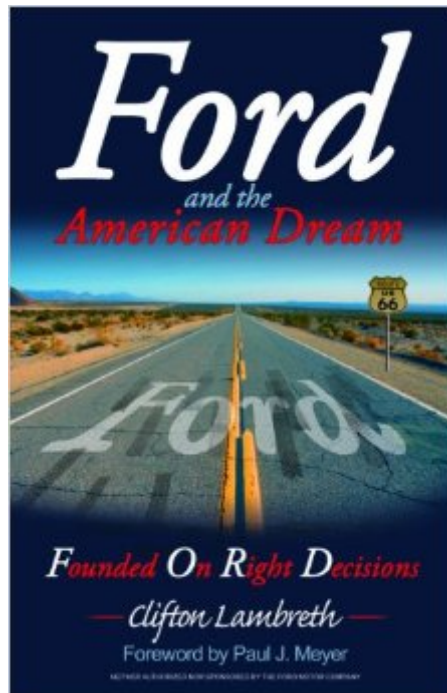


The book was found

Ford And The American Dream: Founded On Right Decisions



Synopsis

The Ford story that has never been told! The rise and fall of the Ford Motor Company is a representation of the American Dream eroding daily. Twenty year Ford veteran Clifton Lambreth, through a powerfully captivating fictional tale, details the decisions and events that have brought the Ford Motor Company to the brink of potential bankruptcy. The novel begins with chapter 11 because this is where the Ford Motor Company finds itself today -- on the edge of chapter 11 bankruptcy. Lambreth gives a bird's eye view of what has transpired during his tenure with an unfiltered frankness and transparency aimed to provide a way for the company to begin making right turns for its future direction. What would Henry Ford say about the company he founded if he were alive today? What advice would he give to Ford and businesses around the globe? "Ford and the American Dream" is a must read for anyone wanting to go into business or trying not to go out of business, for automobile enthusiasts everywhere and for anyone who is interested in the preservation of the American Dream. The story is a wake up call for all of corporate America, outlining million dollar mistakes and billion dollar blunders and finishing with an encouraging hope for the future of Ford and the American Dream. Includes a foreword by Paul J. Meyer: "My Love Affair With Ford."

Book Information

Paperback: 191 pages

Publisher: Executive Books (May 1, 2007)

Language: English

ISBN-10: 1933715448

ISBN-13: 978-1933715445

Product Dimensions: 5.7 x 0.4 x 8.6 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (8 customer reviews)

Best Sellers Rank: #1,124,134 in Books (See Top 100 in Books) #216 in [Books > Business &](#)

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Customer Reviews

Ford and the American Dream: Founded On Right Decisions This fictionalized account of what went wrong at Ford Motor company provides not only what went wrong, but more importantly lists the steps needed to get Ford back on track. The fact that many of Clifton's suggestions have been

implemented at Ford, and Ford has gone from losing \$12 billion in several years to generating \$100 million in profit is testimony to the book's wisdom and insight. This book is the real stuff for anyone looking for business guidance and ideas.

Ford and the American Dream - Founded on Right Decisions by Clifton Lambreth should be a required read by every MBA student in America. This book provides the best inside look at what can go wrong when companies don't do the right thing. Mr. Lambreth provides outstanding solutions to all businesses in America and worldwide. This is easily the Best Book of 2008! If you are in business or considering going into business - Read this book first. I predict this will easily be a New York Times Best Seller this year!

Clifton Lambreth has written an insider's view of Ford Motor Company and the mis-steps that have landed them where they are today. He explains a complex business model of a mega corporation using fictionalized characters. (I have to believe one of them is actually a character of himself.) It's an easy read that I would recommend for anyone interested in Ford, the auto industry or American business.

I had to read this book for a management class and was dreading it the whole time. When I finally made myself read it I'm so glad I did. It was a great learning experience! I highly recommend it to any one who enjoys reading

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