

# **American Icon: Alan Mulally And The Fight To Save Ford Motor Company By Bryce G. Hoffman**

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## **Bryce g. hoffman**

Bryce G. Hoffman is a bestselling Alan Mulally and the Fight to Save Ford Motor Company, American Icon offers important leadership lessons for organizations

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Alan Roger Mulally (born August 4, 1945) is an American engineer, business executive, and former President and Chief Executive Officer of the Ford Motor Company. He

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3 quotes from American Icon: Alan Mulally and the Fight to Save Ford Motor Company: I will build a car for the great multitude. It will be large enough

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American Icon: Alan Mulally and the Fight to Save Ford Motor Company. It is well worth reading. There s very little about Mulally and his time at Boeing,

### **And now a word from our host, harry arnett |**

Jul 26, 2015 When the Bryce Hoffman s book American Icon: Alan Mulally and the Fight to Save Ford Motor Company came out in early 2013, I read it cover to cover

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American Icon: Alan Mulally and the Fight to Save Ford Motor Company by Bryce G. Hoffman, Crown Business, 432 Pages, \$26. 00, Hardcover, March 2012,

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