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*Iacocca An
Autobiography*

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ESMERALDA CASSIDY

an Autobiography Bantam

The 1970s and 1980s heralded the rise of neoliberalism in United States culture, fundamentally reshaping life and work in the United States. Corporate culture increasingly penetrated other aspects of American life through popular press CEO autobiographies and management books that encouraged individuals to understand their lives in corporate terms. Propelled into the public eye by the publication of

1989's *The Art of the Deal*, ostensibly a CEO autobiography, Donald Trump has made a career out of reversing the autobiographical impulse, presenting an image of his life that meets his narrative needs. While many scholars have sought a political precedent for Trump's rise to power, this book argues that Trump's aesthetics and life production uniquely primed him for populist political success through their reliance on the tropes of popular corporate culture. Trump and *Autobiography* contextualizes Trump's autobiographical works as an extension of the popular corporate culture of the 1980s

in order to examine how Trump constructs an image of himself that is indebted to the forms, genres, and mechanisms of corporate speech and narrative.

Ultimately, this book suggests that Trump's appeal and resilience rest in his ability to signify as though he is a corporation, revealing the degree to which corporate culture has reshaped American society's interpretive processes.

An Autobiography Zondervan

The captivating, inside story of the woman who helmed the *Washington Post* during one of the most turbulent periods in the history of American media. Winner of the

Pulitzer Prize for Biography In this bestselling and widely acclaimed memoir, Katharine Graham, the woman who piloted the Washington Post through the scandals of the Pentagon Papers and Watergate, tells her story—one that is extraordinary both for the events it encompasses and for the courage, candor, and dignity of its telling. Here is the awkward child who grew up amid material wealth and emotional isolation; the young bride who watched her brilliant, charismatic husband—a confidant to John F. Kennedy and Lyndon Johnson—plunge into the mental illness that would culminate in his suicide. And here is the widow who shook off her grief and insecurity to take on a president and a pressman's union as she entered the profane boys' club of the newspaper business. As timely now as ever, *Personal History* is an exemplary record of our history and of the woman who played such a shaping role within them, discovering her own strength and sense of self as she confronted—and mastered—the personal and professional crises of her fascinating life.

New Deals Penguin

Explains how the legendary military

commander's principles of leadership can be applied to contemporary business situations in the '90s.

Go Like Hell Grand Central Publishing
Written with Carroll Shelby's full collaboration and with a foreword by Edsel B. Ford II, the great-grandson of Henry Ford, this is the definitive record of America's preeminent twentieth century sports car builder and racer—now available as an ebook. It was motoring author Rinsey Mills' passion for AC cars and motorsports history that led to his first meeting with Carroll Shelby. His suggestion that they should collaborate in order to create an accurate record of Shelby's life and achievements at first was rebuffed but later taken up with enthusiasm. This authorized biography is the result. *Carroll Shelby: The Authorized Biography* was a long time in the making, as Mills left no stone unturned in his quest to produce the complete study of Shelby's remarkable life. He carried out extensive research and conducted numerous interviews, fully capturing the narrative of Carroll Shelby within and outside of the automotive racing world, including his: Childhood in Texas Wartime service with

the Army Air Force Postwar entrepreneurship Earliest race wins in 1952 Legendary 1959 victory at the 24 Hours of Le Mans Monumental release of the first Cobra and the formation of Shelby American in 1962 Historical partnership with Ford that would last for decades Personal interests and travels Present-day legacy Fascinating photographs from Shelby's personal collection complete a book whose original hardcover edition was published mere weeks before his passing, making *Carroll Shelby: The Authorized Biography* a magnificent and lasting tribute to one of the greatest automotive figures of the twentieth century.

One Billion Customers Routledge

Traces the story of how Henry Ford II endeavored to compete against Enzo Ferrari for dominance in the speed- and style-driven 1960s automobile industry, revealing the pivotal contributions of visionary Lee Iacocca and former racing champion-turned-engineer Carroll Shelby. *The Snowball* Simon and Schuster
In his trademark straight-talking style, legendary auto executive Lee Iacocca speaks his mind on the most pressing issues facing America today: the shortage

of responsible leaders in the business world and in government; the nation's damaged relations with its longtime allies; the challenges presented by the emergence of China and India on the world's economic stage; the decline of the American car business; and the state of the American family. Iacocca shares the lessons he's learned from a lifetime of hard work and adventure, of spectacular successes and stunning defeats, of integrity and grace and good old-fashioned American optimism.

Iacocca Random House

The author of *Sweet and Low* presents a historical profile of Samuel Zemurray that traces his rise from a penniless youth to one of the world's wealthiest and most powerful men, offering insight into his capitalist talents and the ways in which his life reflected the best and worst of American business dealings.

Lessons from the Front Lines of Doing Business in China Bantam

A biography of Henry Ford, the industrial visionary who changed the automobile from rich man's toy into affordable necessity.

I Gotta Tell You William Morrow &

Company

The must-read summary of Lee Iacocca and William Novak's book: "Iacocca: An Autobiography". This complete summary of the ideas from Lee Iacocca and William Novak's book "Iacocca" tells the story of Lee Iacocca and his career as a general manager for the world's biggest car companies. In their book, the authors reveal how Iacocca dealt with the massive challenges of the motor industry and how he took Chrysler and turned it around, leading it to \$925 million profit in 1983. This summary also explains Iacocca's vision for the future: more investment in students who want to go into technology, investment in the national transport infrastructure and encouraging greener energy. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "Iacocca" and discover the secrets behind the success of this groundbreaking general manager.

Summary: Iacocca Vintage

Recounts the author's early experiences as a fifteen-year-old Gypsy emigrating with her family from the Soviet Union to the United States.

Trump and Autobiography A&C Black

The autobiography of an American legend, the tough-talking, straight-shooting businessman who brought Chrysler back from the brink & in the process became a media celebrity. He became not only one of this country's most powerful & successful executives, but as the son of Italian immigrants who rose spectacularly through the ranks of the Ford Motor Co. to become president, the living embodiment of the American dream. Knocked down from the top at Ford, he got even by becoming the CEO of Chrysler & transforming a dying company into a booming success. A thought-provoking assessment of American business. Photos.

Exploring the Art of Autobiography Macmillan

The celebrated chief executive officer of Chrysler Corporation offers a straightforward account of his career at Ford, of the recent resurgence of Chrysler, and of what is wrong and right with American business

An Autobiography Penguin

Iacocca An Autobiography Bantam

Iacocca Bantam

A tongue-in-cheek guide for manwatchers

everywhere provides a "helpful" classification of American males
Straight Talk on Leadership Harper Collins
 Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who parlayed a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure of his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style. In a story rich with anecdotes and the "rules of the road" of both Main Street and Wall Street, Sam Walton chronicles the inspiration, heart, and optimism that propelled him to lasso the American Dream.

An Autobiography Crown

In his trademark straight-talking style, legendary auto executive Lee Iacocca speaks his mind on the most pressing issues facing America today: the shortage of responsible leaders in the business world and in government; the nation's damaged relations with its longtime allies;

the challenges presented by the emergence of China and India on the world's economic stage; the decline of the American car business; and the state of the American family. Iacocca shares the lessons he's learned from a lifetime of hard work and adventure, of spectacular successes and stunning defeats, of integrity and grace and good old-fashioned American optimism.

A Memoir of Hope eNet Press

Alfred P. Sloan, Jr. led the General Motors Corporation to international business success by virtue of his brilliant managerial practices and his insights into the new consumer economy he and General Motors helped to produce. Sloan's business biography, *My Years With General Motors*, was an instant best seller when it was first published in 1964 and is still considered indispensable reading by modern business giants.

Iacocca National Geographic Books
Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of

experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

Behind the Wheel at Chrysler Simon and Schuster

A New York Times Notable Book of the Year Elizabeth Tyler MacMann, the ambitious First Lady of the United States (and known in the tabloids as "Lady Bethmac"), is on trial for the death of her philandering husband, and the only man who can save her is the boyfriend she jilted in law school—now the most shameless defense attorney in America. Published to rave reviews, *No Way to Treat a First Lady* is a hilariously warped love story for our time set in the funniest place in America: Washington, D.C.

Leadership Secrets of Attila the Hun Random House

A Detroit Free Press reporter demythologizes Lee Iacocca's leadership of Chrysler, demonstrating how

salesmanship and self-promotion
invariably trumped innovation and

investment. “Everyone who cares about

american industry should read [this book]”
(New York Times Book Review). Index.

Best Sellers - Books :

- [The Alchemist, 25th Anniversary: A Fable About Following Your Dream By Paulo Coelho](#)
- [Things We Never Got Over \(knockemout\)](#)
- [Ugly Love: A Novel By Colleen Hoover](#)
- [Lord Of The Flies By William Golding](#)
- [8 Rules Of Love: How To Find It, Keep It, And Let It Go By Jay Shetty](#)
- [Beyond The Story: 10-year Record Of Bts](#)
- [Young Forever: The Secrets To Living Your Longest, Healthiest Life \(the Dr. Hyman Library, 11\) By Dr. Mark Hyman Md](#)
- [Kindergarten, Here I Come! By D.j. Steinberg](#)
- [Atomic Habits: An Easy & Proven Way To Build Good Habits & Break Bad Ones By James Clear](#)
- [The Housemaid By Freida Mcfadden](#)