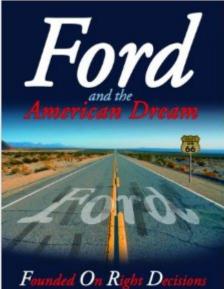
The book was found

Ford And The American Dream: Founded On Right Decisions



Founded On Right Decisions — Clifton Lambreth — Foreword by Paul J. Meyer



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 Â See all reviews (8 customer reviews) Best Sellers Rank: #1,124,134 in Books (See Top 100 in Books) #216 in Books > Business & Money > Industries > Automotive #453 in Books > Business & Money > Industries > Transportation #2308 in Books > Business & Money > Biography & History > Company Profiles

Customer Reviews

Ford and the American Dream: Founded On Right DecisionsThis 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 books 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 worlwide. 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 insiders 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 my self read it I'm so glad I did. It was a great learning we experience! I highly recommend it to any one who enjoys reading

Download to continue reading...

Ford and the American Dream: Founded On Right Decisions Nora Roberts Dream Trilogy CD Collection: Daring to Dream, Holding the Dream, Finding the Dream (Dream Series) Ford Total Performance: Ford's Legendary High-Performance Street and Race Cars Ford GT40 Manual: An Insight into Owning, Racing and Maintaining Ford's Legendary Sports Racing Car Difficult Decisions in Colorectal Surgery (Difficult Decisions in Surgery: An Evidence-Based Approach) The Man Who Saved the V-8: The Untold Stories of Some of the Most Important Product Decisions in the History of Ford Motor Company Ford Ideals Being a Selection from "Mr. Ford's Page" in The Dearborn Independent (1922) Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions Consumer Reports Life Insurance Handbook: How to Buy the Right Policy from the Right Company at the Right Price Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sports iWoz: Computer Geek to Cult Icon: How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It An Intermediate Greek-English Lexicon: Founded Upon the Seventh Edition of Liddell and Scott's Greek-English Lexicon World History Biographies: Gandhi: The Young Protester Who Founded a Nation (National Geographic World History Biographies) Cromwell's Place in History: Founded on Six Lectures Delivered in the University of Oxford (Classic Reprint) How to Hear from God: Learn to Know His Voice and Make Right Decisions How To Find The Right Laundromat Equipment Distributor: And the right questions to ask. (Laundromats- How To Own and Operate Book 1) Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies) ARE YOU RIGHT WITH GOD?: Discover how to be saved and right with God is not as hard as you think! (Walking With God, Walking With Jesus Book 1) Be Right (Romans): How to Be Right with God, Yourself, and Others (The BE Series Commentary) The College Solution: A Guide for Everyone Looking for the Right School at the Right Price (2nd Edition)

<u>Dmca</u>