

# **American Icon: Alan Mulally And The Fight To Save Ford Motor Company**

**By Bryce G. Hoffman**



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<http://www.npr.org/books/titles/148292493/american-icon-alan-mulally-and-the-fight-to-save-ford-motor-company>

'American Icon: Alan Mulally And The Fight To Save Ford Motor by Bryce Hoffman who covers Ford for And The Fight To Save Ford Motor Company'  
<http://seekingalpha.com/article/822911-book-review-american-icon-alan-mulally-and-the-fight-to-save-ford-motor-company>

Author Bryce G. Hoffman outlines the key steps taken by Ford CEO Alan Mulally to turn the automaker around, as detailed in Hoffman s new book, American Icon: Alan  
<http://www.fastcocreate.com/1680075/saving-an-iconic-brand-five-ways-alan-mulally-changed-ford-s-culture>

Bryce Hoffman American Icon. Alan Mulally and the Fight to Save Ford Motor Company. Crown Business, February 2005. At the end of 2008, Ford Motor Company was just  
<http://skagency.com/books/american-icon/>

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  
<http://cmp.callawaygolf.com/2015/07/27/and-now-a-word-from-our-host-harry-arnett/>

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  
<http://www.walmart.com/ip/American-Icon-Alan-Mulally-and-the-Fight-to-Save-Ford-Motor-Company/16922183>

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Bryce G. Hoffman is a bestselling author of *Alan Mulally and the Fight to Save Ford Motor Company*, *American Icon* offers important leadership lessons for organizations  
<http://brycehoffman.com/>

*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,  
<http://800ceoread.com/products/american-icon-bryce-g-hoffman-english>

*American Icon: Alan Mulally and the Fight to Save Ford Motor Company* (Link) Crown Business March 2012. At the end of 2008, Ford Motor Company was just months away  
<https://www.linkedin.com/pub/bryce-hoffman/10/988/291>

*Alan Mulally and the fight to save Ford Motor Company: Responsibility*: Bryce G. Hoffman. icon : *Alan Mulally and the fight to save Ford*  
<http://www.worldcat.org/title/american-icon-alan-mulally-and-the-fight-to-save-ford-motor-company/oclc/801440834>

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Mar 07, 2012 Excerpts from Bryce Hoffman's `American Icon,' his book about Ford Motor CEO Alan Mulally's efforts to fend off a collapse of the U.S. auto industry during <http://www.wsj.com/articles/SB10001424052970204781804577269410217101038>

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 <http://www.goodreads.com/work/quotes/18309037-american-icon-alan-mulally-and-the-fight-to-save-ford-motor-company>

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, <http://leehamnews.com/2012/06/17/american-icon-saving-ford-and-alan-mulally/>

AMERICAN ICON. Alan Mulally and the Fight to and lured to Ford by the prospect of saving an American and global icon. How Mulally engineered Ford s <https://www.kirkusreviews.com/book-reviews/bryce-g-hoffman/american-icon-alan-mulally-ford/>

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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 [http://en.wikipedia.org/wiki/Alan\\_Mulally](http://en.wikipedia.org/wiki/Alan_Mulally)

Journalist Bryce Hoffman describes Ford CEO Alan Mulally as Fight to Save Ford Motor Company, Hoffman American Icon: Alan Mulally and the Fight to <http://www.wbur.org/npr/148292493/american-icon-alan-mulally-and-the-fight-to-save-ford-motor-company>

Mar 23, 2012 Ford Motor Company was in trouble even before that breathless September four years ago that sent the world economy searching for financial oxygen. But <http://www.youtube.com/watch?v=HjlfF8KqYbeM>

American Icon - 10 Things I Learned - Free download as PDF File (.pdf), Text file (.txt) or read online for free. Alan Mulally, CEO of Ford, reveals the 10 things <https://www.scribd.com/doc/269252180/American-Icon-10-Things-I-Learned>

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Apr 14, 2012 In his new book 'American Icon: Alan Mulally and the Fight to Save Ford Motor Company,' author Bryce G. Hoffman details 'one of the greatest turnarounds in <http://articles.latimes.com/2012/apr/15/business/la-fi-books-20120415>

Nov 06, 2012 At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all <http://www.youtube.com/watch?v=38tKOv8sJgs>

Author Bryce G. Hoffman outlines the key steps taken by Ford CEO Alan Mulally to turn the automaker around, as detailed in Hoffman s new book, American Icon: Alan <http://www.fastcocreate.com/1680075/saving-an-iconic-brand-five-ways-alan-mulally-changed-ford-s-culture>