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Mulally's achievements  
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at Ford are chronicled  
in the book American  
Icon: Alan Mulally and  
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Motor Company by  
Bryce G. Hoffman,  
published in 2012. On  
July 15, 2014, he was  
appointed to the  
Google Board of  
Directors. Mulally was  
the executive vice  
president of Boeing  
and the CEO of Boeing  
Commercial Airplanes  
(BCA).

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How Ford's CEO Helped  
Restore The 'American  
Icon' In 2009, when the  
other Big Three  
automakers were filing  
for bankruptcy  
protection, Ford CEO  
and auto-industry  
outsider Alan Mulally  
helped the ...

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In a new book, "American Icon," Bryce G. Hoffman examines the Ford Motor Company's rebound, and Alan Mulally's role in it.

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He spent countless  
hours with Alan



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Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

*American Icon : Alan Mulally and the Fight to Save Ford ...*

9 quotes from  
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Ford Motor Company: 'I will build a  
car for the great  
multitude. It will be  
large enough ...

*Organizational culture  
Change - The Ford  
turnaround story ...*

Mulally and his team  
pulled off one of the  
greatest comebacks in  
business history. As  
the rest of Detroit  
collapsed, Ford went  
from the brink of

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bankruptcy to being  
the most profitable  
automaker in the  
world. American Icon is  
the compelling, behind-  
the-scenes account of  
that epic turnaround.

*American Icon: Alan  
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Bruce Hoffman  
explored the incredible  
turn-around of the Ford  
Motor Company and  
the dynamic Alan

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Mulally. Bryce Hoffman visited the Westminster branch this past fall and revealed the inner workings and covert meeting held at Ford. – Lynn B

*Nine Things I Learned from Alan Mulally*

The book - American Icon: Alan Mulally and the Fight to Save Ford Motor Company - lets you into the outgoing CEO's mind. Did the

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conditions at Ford  
overwhelm him? What  
made him give up his  
job at ...

*Book review: American  
Icon - Alan Mulally and  
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A Wall Street Journal  
bestseller that was  
named one of the  
“Best Business Books  
of the Year” by  
Bloomberg, American  
Icon is the inside story  
of the epic turnaround  
of Ford Motor Company

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under the leadership of  
CEO Alan Mulally.  
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Company  
“Bryce Hoffman has  
done a stellar job of  
capturing the Ford  
story—and more to the  
point showing us how  
Mulally did it.

*American Icon - Bryce  
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The ford turnaround  
story is the best  
example of that, read  
how Alan Mulally not

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only transformed the organizational culture but also orchestrated one of the most spectacular turnarounds in business history. Henry Ford, the assembly line, and the American Icon . Ford motor company is the American icon that was started by Henry Ford in the early ...

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Examines Ford's*  
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of the epic turnaround  
of Ford Motor Company  
under the leadership of  
CEO Alan Mulally. At  
the end of 2008

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He spent countless  
hours with Alan  
Mulally, Bill Ford, the

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executives, labor  
Ford Motor  
leaders, and company  
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directors. In the best-  
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Short, American Icon is  
narrative nonfiction at  
its vivid and colorful  
best.

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story of how Alan  
Mulally and his team  
brought Ford back from  
the brink as told in the  
new book "American  
Icon." Bryce ...

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American Icon: Alan  
Mulally and the Fight to  
Save Ford Motor  
Company is a book  
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turnaround of Ford  
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the leadership of CEO  
Alan Mulally. The book  
offers a brief history of  
the automaker and  
explores the problems  
that pushed it to the  
brink of bankruptcy in  
2006, and then  
chronicles Mulally's  
transformation of the  
company's culture,  
products ...

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*Mulally and the Fight to  
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I chronicle those  
events in my new  
book, American Icon:  
Alan Mulally and the  
Fight to Save Ford  
Motor Company.

During the year I spent  
researching and writing  
this book, I spent many  
hours sitting across the  
table from Mulally in  
his corner office on the  
twelfth floor of Ford's  
world headquarters.

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