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Iacocca: An Autobiography is Lee Iacocca's best selling autobiography, co-authored with William Novak and originally published in 1984. Most of the book is taken up with reminiscences of Iacocca's career in the car industry, first with the Ford Motor Company , then the Chrysler Corporation .

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Iacocca: An Autobiography is the fascinating story of Lee Iacocca, a business legend. He helped shape Ford into the number two US auto maker and then saved Chrysler from going out of business. ... From there, he began his stellar rise through

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the ranks to become the head of the Ford Division in 1960.

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who brought Chrysler back from the brink and in the process became a media celebrity, newsmaker, and a man many had urged to run for president. The son of Italian immigrants, Lee Iacocca rose spectacularly through the ranks of Ford Motor Company to become its president, only to be toppled eight years later in a power.

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He is fast-talking, blunt, boastful, and
unabashedly patriotic. Lee...

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About the Author Lee Iacocca was the
president of Ford Motor Company and

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chairman of the Chrysler Corporation. In retirement, he devoted his time to the Iacocca Family Foundation, which raises money for diabetes research. Lee Iacocca died in 2019.

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Growing up in the seventies even in Australia you heard things about Lee Iacocca in the newspapers and on the news and not all good particularly around the time Chrysler pulled the pin on Australia after making a deal with Mitsubishi. Being a student of history I knew that there was more to the Man than what we read in the

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Two books written by Iacocca, his 1984 autobiography Iacocca and Talking Straight (1988), became best-sellers. He even made an appearance on the popular 1980s TV

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show Miami Vice . Life After...

Lee Iacocca - Spouse, Quotes & Mustang - Biography

Lido Anthony "Lee" Iacocca was an American automobile executive best known for the development of Ford Mustang and Pinto cars, while at the Ford Motor

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Company in the 1960s, and for reviving the Chrysler Corporation as its CEO during the 1980s. He was president and CEO of Chrysler from 1978 and chairman from 1979, until his retirement at the end of 1992. He was one of the few executives to preside over the operations of two of the Big Three automakers. Iacocca authored or co-

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authored several book

Lee Iacocca - Wikipedia

Lee Iacocca is the former chairman of Chrysler Corporation and the author of Talking Straight and the autobiography Iacocca.

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Iacocca is an autobiography that captures the life and times of the son of an Italian immigrant family living his American dream. The autobiography covers a background analysis on Iacocca ' s father, his marriage and final settlement in America before traversing through the life of Lee

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