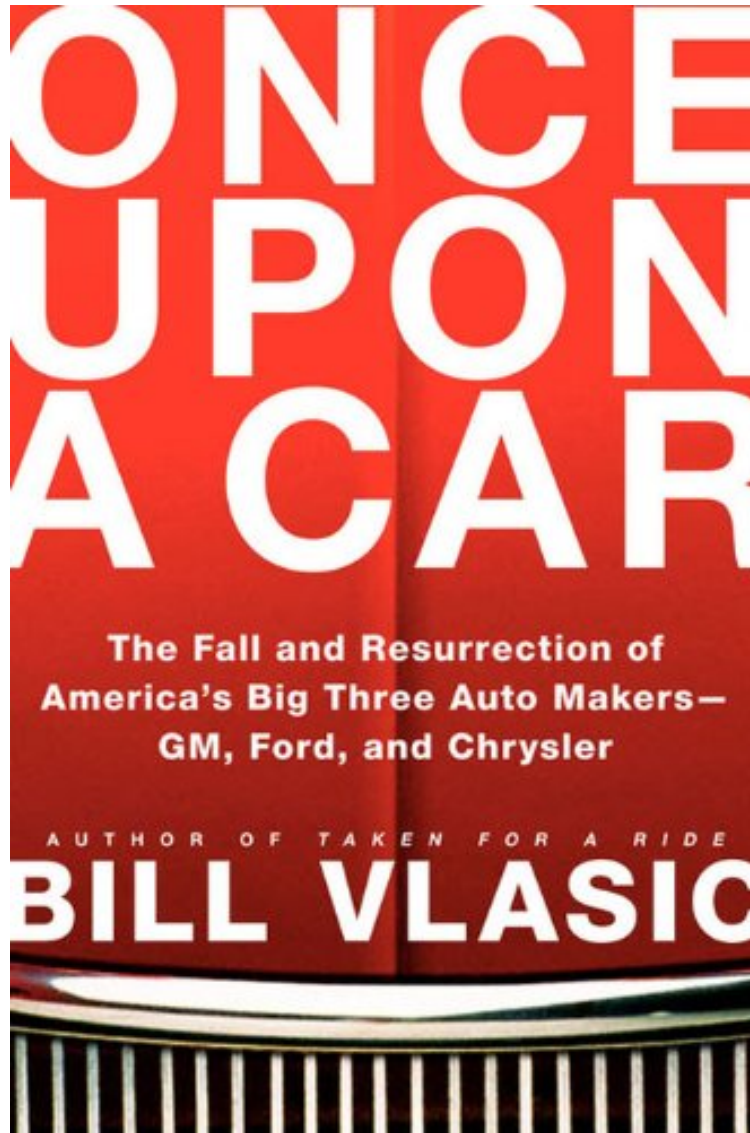


(Free pdf) Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler

Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler

Bill Vlasic

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Bill Vlasic : Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler before purchasing it in order to gage whether or not it would be worth my time, and all praised Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler:

0 of 0 people found the following review helpful. Not your typical business bookBy RaymondReddington17This reads more like a mystery/intrigue novel than a business book. It holds your attention, keeps complicated situations

relatively simple, and really draws you into the drama that the automakers were facing in the mid-2000's. If you enjoy following the automotive industry you'll love this book. I'd also recommend *Taken for a Ride* - another well written book that takes a behind the scenes look at Daimler Chrysler. That knowledge will make the Chrysler parts of this book even more interesting as you watch that merger unraveled.

0 of 0 people found the following review helpful.

Vlasic is a Great Story Teller. Rich with Anecdotes

By Steve Paul

Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler, by Bill Vlasic, is mostly from the author's interview notes talking with the leaders of the Big 3 and union leadership. It is also a story of recruiting key people and terminating people who could not leave the old way of working. The car industry is filled with Type A personalities with an abundance of testosterone. Colorful.

Ford leadership, Ford family, and Ford relations with UAW comes out looking very good

GM and Chrysler and UAW not so good at every level.

Private Equity is skewered in the book

and trusted by no one. Those feelings carried over to the 2012 defeat of Romney, in my view.

Daimler/the Germans couldn't exit fast enough. They despised Chrysler's Blue Collar roots and crappy products.

Government was more interested in theater beating up Detroit execs, and propping up the UAW voting base for 2008 election

and it worked

Detroit, both company and union, were surprised at low level of respect

bordering on distain

at all levels of society. Sure sign of insular leadership. Arriving in the corporate jet with hat in hand for bailout monies was but one example of the deafness.

It is a great read, and Vlasic is a fine story teller. How he comes up with the anecdotes which I take to be truthful and accurate is beyond me.

2 of 2 people found the following review helpful.

Well-written insider's perspective on the American auto industry

By Customer

This is an excellent book and anyone with an interest on how and why the American auto industry fell and rose again should read this book. Vlasic expertly and professionally gives you an insider's perspective of what was said during all those corporate meetings, and gives you a look on how those executives were feeling at the time (a period from 2005-2011). If you want to know why Daimler dumped Chrysler, why some executives left #1 Toyota for jobs at Ford and Chrysler, how Alan Mulally got recruited by Bill Ford, how Kirk Kerkorian and Jerry York played (or tried to play) a role in the resurrection of the Auto Industry, how mergers between companies were contemplated and abandoned, and why Rick Wagoner got ousted as CEO of GM, read this book.

What you might also like about this book is that not only does Vlasic interview the top players and CEOs within the companies but he also interviews blue collar line workers to get and show their perspective on what was going during this major shake up in the American auto industry. What you receive is a well-rounded picture of what happened during this time in history.

The thing I liked the most about this book is that it is a professionally written book and is written like a story or a fly on the wall during the fall and resurrection of the Auto Industry. So many books I have read on the subject are just one person pontificating on his opinion of what happened. What Vlasic does is he tries to give a complete and unbiased account of what happened.

Some have stated that Vlasic is too pro-Ford, or too pro-Mulally. While this might be the case, Vlasic accurately shows how Ford avoided bankruptcy by betting the farm including all their assets and even the Ford logo to secure additional financing that was able to stave off bankruptcy. Of course this made Ford look like the smartest team in the room, but not even they could have predicted such a sour turn of events would happen during the Great Recession of 2008. So, yes, I agree that the book is pro-Ford and pro-Mulally, but I think Vlasic is giving credit where credit is due and that the praise is well-deserved.

Once Upon a Car is the fascinating epic story of the rise, fall, and rebirth of the Big Three U.S. automakers, General Motors, Ford, and Chrysler. Written by Bill Vlasic, the Detroit bureau chief for the New York Times and acclaimed author of *Taken for a Ride*, this eye-opening, richly anecdotal work is more than a riveting and insightful business history. It offers a clear-eyed view of the present day automobile industry and of Detroit, the city that spawned it, going far beyond the corporate and federal maneuverings to explore the impact the car companies' failures have had on the overall economy, and more importantly what they have done to people's lives.

Relevant and thought-provoking, *Once Upon a Car* is an unforgettable journey deep inside this quintessentially American industry.