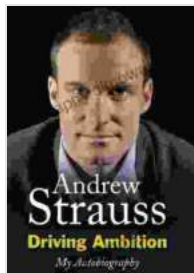


Driving Ambition: My Autobiography by Lee Iacocca

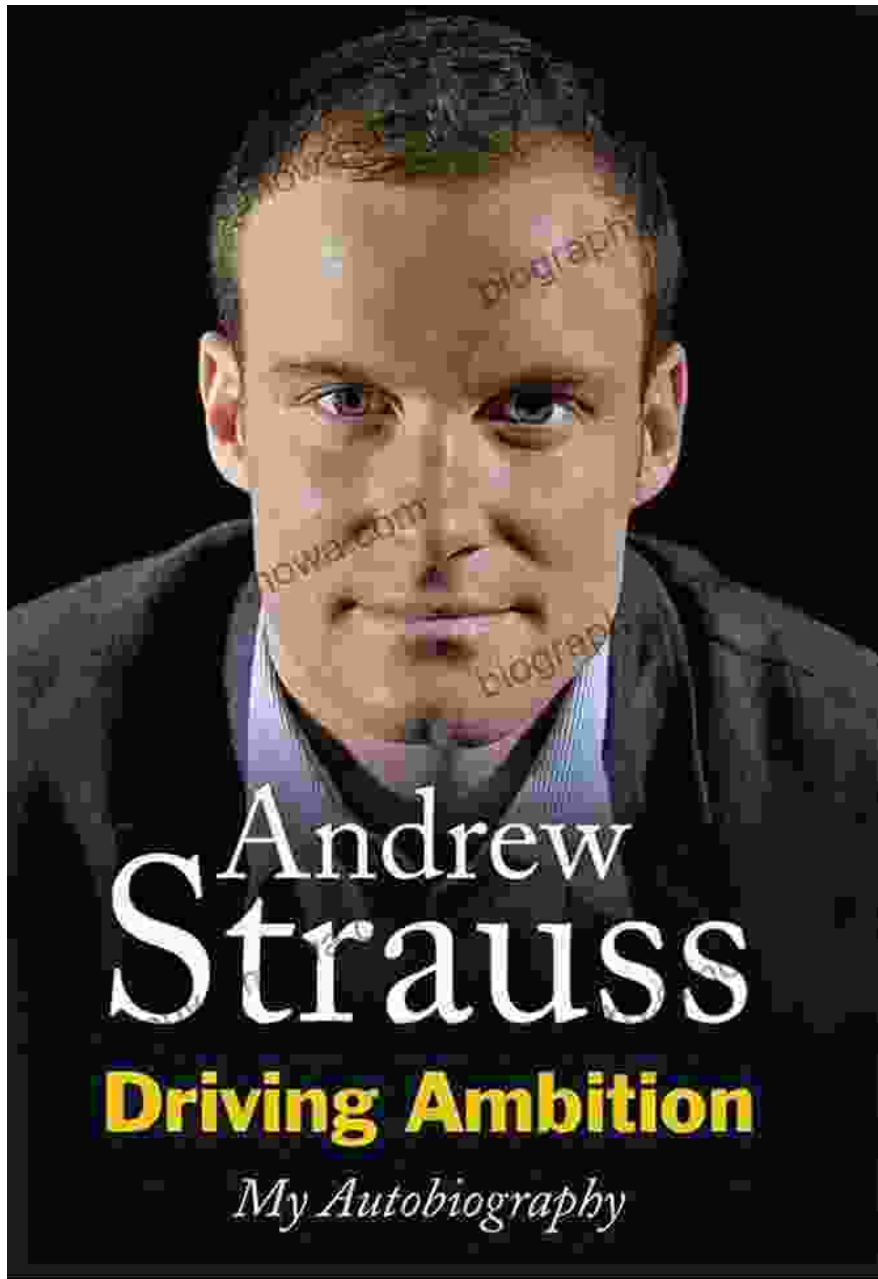


Driving Ambition - My Autobiography: The road to the top by Andrew Strauss

★★★★☆ 4.2 out of 5

Language : English
File size : 16021 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 304 pages





Lee Iacocca was one of the most successful and influential executives in history. He rose from humble beginnings to become the president of Ford Motor Company and then the chairman of Chrysler Corporation. His autobiography, *Driving Ambition*, is a fascinating account of his life and career, filled with inspiring stories, insights into the automotive industry, and lessons on leadership and success.

Iacocca was born in Allentown, Pennsylvania, in 1924. His parents were Italian immigrants who worked hard to provide for their family. Iacocca attended Lehigh University, where he earned a degree in industrial engineering. After graduating, he went to work for Ford Motor Company.

Iacocca quickly rose through the ranks at Ford. He was responsible for developing the Ford Mustang, one of the most successful cars in history. In 1970, he was named president of Ford Motor Company. However, he was fired in 1978 after a power struggle with Henry Ford II.

After leaving Ford, Iacocca joined Chrysler Corporation. Chrysler was on the verge of bankruptcy at the time. Iacocca turned the company around and made it profitable again. He is credited with saving Chrysler from extinction.

Iacocca retired from Chrysler in 1992. He has since written several books and has been a vocal critic of the automotive industry. He is also a philanthropist and has donated millions of dollars to charitable causes.

Driving Ambition is a must-read for anyone interested in the automotive industry, leadership, or success. Iacocca's story is inspiring and his insights are invaluable. The book is full of fascinating stories and lessons that can be applied to any career.

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2. Chapter 2: The Ford Years
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Chapter 1: The American Dream

Iacocca begins his autobiography with a discussion of his family and upbringing. He talks about his parents' immigration to the United States and the sacrifices they made to give their children a better life. Iacocca also talks about his own experiences growing up in Allentown, Pennsylvania. He was a bright and ambitious child, and he always dreamed of achieving something great.

Chapter 2: The Ford Years

Iacocca joined Ford Motor Company in 1946. He quickly rose through the ranks, and in 1970 he was named president of the company. Iacocca was responsible for developing the Ford Mustang, one of the most successful cars in history. He also played a key role in the development of the Ford Pinto and the Ford Explorer.

Chapter 3: The Chrysler Years

After leaving Ford, Iacocca joined Chrysler Corporation. Chrysler was on the verge of bankruptcy at the time. Iacocca turned the company around and made it profitable again. He is credited with saving Chrysler from extinction.

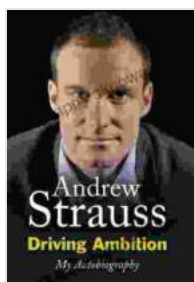
Chapter 4: The Comeback

Iacocca retired from Chrysler in 1992. However, he has continued to be active in the automotive industry. He has written several books and has

been a vocal critic of the industry. He is also a philanthropist and has donated millions of dollars to charitable causes.

Chapter 5: The Legacy

Iacocca is one of the most successful and influential executives in history. He is a pioneer in the automotive industry and he has made a significant contribution to the American economy. Iacocca's autobiography is a must-read for anyone interested in the automotive industry, leadership, or success.

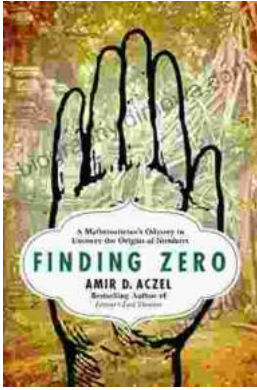


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