

**American Icon: Alan Mulally And The Fight To Save
Ford Motor Company By Bryce G. Hoffman**

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Bryce g. hoffman

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

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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

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And now a word from our host, harry arnett |

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

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