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#13: Iacocca: An Autobiography by Lee Iacocca

Iacocca: An Autobiography was fascinating on a number of levels. First, it didn't follow the typical business management book style of 10 steps to greatness. The chapters followed Iacocca's life.

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Iacocca: An Autobiography - Lee A. Iacocca, William Novak ...

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The story Iacocca, is about the automobile tycoon, Lee Iacocca and his hard struggle of making it to the top of Ford under the ownership of Henry Ford II, during a time when Henry started feeling that Iacocca was going to take over the family business.

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Iacocca: An Autobiography | Book 13 of 52 | Books of ...

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