

American Icon Alan Mulally And The Fight To Save Ford Motor Company

“ This inspiring book belongs on the desk of every CEO and politician. With eye-opening case studies and recommended behaviors in every chapter, it’s an indispensable user guide for servant leaders. ” —Ken Blanchard, coauthor of The New One Minute Manager and coeditor of Servant Leadership in Action
On the most fundamental level, leaders must bring divergent groups together and forge a consensus on a path forward. But what makes that possible? Humility—a deep regard for the dignity of others—is the key, says distinguished leadership educator Marilyn Gist. Leadership is a relationship, and humility is the foundation for all healthy relationships. Leader humility can increase engagement and retention. It inspires and motivates. Gist offers a model of leader humility derived from three questions people ask of their leaders: Who are you? Where are we going? Do you see me? She explores each of these questions in depth, as well as the six key qualities of leader humility: a balanced ego, integrity, a compelling vision, ethical strategies, generous inclusion, and a developmental focus. Much of this book is based on Gist’s interviews with a dozen distinguished leaders of organizations such as the Mayo Clinic, Costco, REI, Alaska Airlines, Starbucks, and others. And the foreword and a guest chapter are written by Alan Mulally, the legendary leader who brought Ford back from the brink of bankruptcy after the 2008 financial collapse and whose work is an exemplar of leader humility.

What’s the secret to a company’s continued growth and prosperity? Internationally known marketing expert Al Ries has the answer: focus. His commonsense approach to business management is founded on the premise that long-lasting success depends on focusing on core products and eschewing the temptation to diversify into unrelated enterprises. Using real-world examples, Ries shows that in industry after industry, it is the companies that resist diversification, and focus instead on owning a category in consumers’ minds, that dominate their markets. He offers solid guidance on how to get focused and how to stay focused, laying out a workable blueprint for any company’s evolution that will increase market share and shareholder value while ensuring future success.

THE INSIDE STORY OF THE EPIC TURNAROUND OF FORD MOTOR COMPANY UNDER THE LEADERSHIP OF CEO ALAN MULALLY. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America’s last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. On the verge of collapse, Ford went outside the auto industry and recruited Mulally—the man who had already saved Boeing from the deathblow of 9/11—to lead a sweeping restructuring of a company that had been unable to overcome decades of mismanagement and denial. Mulally applied the principles he developed at Boeing to streamline Ford’s inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in Dearborn. He also convinced the United Auto Workers to join his fight for the soul of American manufacturing. Bryce Hoffman reveals the untold story of the covert meetings with UAW leaders that led to a game-changing contract, Bill Ford’s battle to hold the Ford family together when many were ready to cash in their stock and write off the company, and the secret alliance with Toyota and Honda that helped prop up the American automotive supply base. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford’s top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

A news-breaking account of the global stock market’s subterranean battles, Dark Pools portrays the rise of the “bots”—artificially intelligent systems that execute trades in milliseconds and use the cover of darkness to out-manuever the humans who’ve created them. In the beginning was Josh Levine, an idealistic programming genius who dreamed of wresting control of the market from the big exchanges that, again and again, gave the giant institutions an advantage over the little guy. Levine created a computerized trading hub named Island where small traders swapped stocks, and over time his invention morphed into a global electronic stock market that sent trillions in capital through a vast jungle of fiber-optic cables. By then, the market that Levine had sought to fix had turned upside down, birthing secretive exchanges called dark pools and a new species of trading machines that could think, and that seemed, ominously, to be slipping the control of their human masters. Dark Pools is the fascinating story of how global markets have been hijacked by trading robots—many so self-directed that humans can’t predict what they’ll do next.

Car Guys vs. Bean Counters

Call Me Roger

The Fall and Resurrection of America’s Big Three Automakers--GM, Ford, and Chrysler

Theory, Cases, and Applications

A Tear in My Life

Your 168

Summary of Bryce Hoffman ’ s American Icon by Milkyway Media

Shay was still angry but shrugged nonchalantly as if to say, it’s not that big of a deal. “So, what am I wrong about?” “You’re not going to want to hear this, but I have to tell you anyway.” Liam paused before finishing. “You might be working hard, but you’re not doing it for the company. ” “What the hell does that mean?” Shay wanted to know. Knowing that his adversary might punch him for what he was about to say, Liam responded. “You’re doing it for yourself.” New York Times best-selling author Patrick Lencioni has written a dozen books that focus on how leaders can build teams and lead organizations. In The Motive, he shifts his attention toward helping them understand the importance of why they’re leading in the first place. In what may be his edgiest page-turner to date, Lencioni thrusts his readers into a day-long conversation between rival CEOs. Shay Davis is the CEO of Golden Gate Alarm, who, after just a year in his role, is beginning to worry about his job and is desperate to figure out how to turn things around. With nowhere else to turn, Shay receives some hard-to-swallow advice from the most unlikely and unwanted source—Liam Alcott, CEO of a more successful security company and his most hated opponent. Lencioni uses unexpected plot twists and crisp dialogue to take us on a journey that culminates in a resolution that is as unexpected as it is enlightening. As he does in his other books, he then provides a straightforward summary of the lessons from the fable, combining a clear explanation of his theory with practical advice to help executives examine their true motivation for leading. In addition to provoking readers to honestly assess themselves, Lencioni presents action steps for changing their approach in five key areas. In doing so, he helps leaders avoid the pitfalls that stifle their organizations and even hurt the people they are meant to serve.

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.

2017 National Book Critics Circle Award Finalist for Nonfiction
“What’s more American than Corn Flakes?” —Bing Crosby
From the much admired medical historian (“Markel shows just how compelling the medical history can be”—Andrea Barrett) and author of *An Anatomy of Addiction* (“Absorbing, vivid”—Sherwin Nuland, *The New York Times Book Review*, front page)—the story of America’s empire builders: John and Will Kellogg. John Harvey Kellogg was one of America’s most beloved physicians; a best-selling author, lecturer, and health-magazine publisher; founder of the Battle Creek Sanitarium; and patron saint of the pursuit of wellness. His youngest brother, Will, was the founder of the Battle Creek Toasted Corn Flake Company, which revolutionized the mass production of food and what we eat for breakfast. In *The Kelloggs*, Howard Markel tells the sweeping saga of these two extraordinary men, whose lifelong competition and enmity toward one another changed America’s notion of health and wellness from the mid-nineteenth to the mid-twentieth centuries, and who helped change the course of American medicine, nutrition, wellness, and diet. *The Kelloggs were of Puritan stock, a family that came to the shores of New England in the mid-seventeenth century, that became one of the biggest in the county, and then renounced it all for the religious calling of Ellen Harmon White, a self-proclaimed prophetess, and James White, whose new Seventh-day Adventist theology was based on Christian principles and sound body, mind, and hygiene rules—Ellen called it “health reform.” The Whites groomed the young John Kellogg for a central role in the Seventh-day Adventist Church and sent him to America’s finest medical College. Kellogg’s main medical focus—and America’s number one malady: indigestion (Walt Whitman described it as “the great American evil”). Markel gives us the life and times of the Kellogg brothers of Battle Creek: Dr. John Harvey Kellogg and his world-famous Battle Creek Sanitarium medical center, spa, and grand hotel attracted thousands actively pursuing health and well-being. Among the guests: Mary Todd Lincoln, Amelia Earhart, Booker T. Washington, Johnny Weissmuller, Dale Carnegie, Sojourner Truth, Henry Ford, John D. Rockefeller, Jr., and George Bernard Shaw. And the presidents he advised: Taft, Harding, Hoover, and Roosevelt, with first lady Eleanor. The brothers Kellogg experimented on malt, wheat, and corn meal, and, tinkering with special ovens and toasting devices, came up with a ready-to-eat, easily digested cereal they called Corn Flakes. As Markel chronicles the Kelloggs’ fascinating, Magnificent Ambersons–like ascent into the pantheon of American industrialists, we see the vast changes in American social mores that took shape in diet, health, medicine, philanthropy, and food manufacturing during seven decades—changing the lives of millions and helping to shape our industrial age.*

Clarity + Alignment = PERFORMANCE
One of the hardest things to achieve in business is getting everyone on your team aligned to the same plan. Picture your business as a rowing team. Most have some people casually rowing, others our of sync, and even some rowing in the complete opposite direction. In *Relentless Implementation*, you will learn a tried and tested system that will get every person on your team vigorously rowing in the same direction. This operating system will allow you to achieve maximum performance from your team while creating a Working Together culture that will help provide clarity to all functions of your business. In this book you will learn:
- to implement the operating system Alan Mulally famously used as CEO at Ford Motor Company and Boeing Commercial Airplanes - 11 Practices and Principles of Working Together - to create a Creating Value Roadmap - to set up and run a weekly Business Plan Review meeting
Relentless Implementation shares a tested and proven operating system that creates organizational clarity, alignment and improved performance so you have One Team working One Plan for One Goal.

Values for Success in Business and in Life

Plain Talk

The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry

The Breakthrough Workplace Transformation for 21st Century Leaders in the Age of Millennials

A Collection of Essays About the Power of Finding Your Purpose From the World’s Greatest Thought Leaders

Overhaul

Once Upon a Car

ⓘA definitive account . . . It’s hard to imagine anyone better than Paul Ingrassia to ride shotgun on a journey through the sometimes triumphant, often turbulent, history of U.S. automaking. . . . [A] wealth of amusing, astonishing and enlightening nuggets.ⓘPittsburgh Tribune-Review This is the epic saga of the American automobile industry’s rise and demise, a compelling story of hubris, missed opportunities, and self-inflicted wounds that culminates with the president of the United States ushering two of Detroit’s Big Three car companies’once proud symbols of prosperity’through bankruptcy. With unprecedented access, Pulitzer Prize winner Paul Ingrassia takes us from factory floors to small-town dealerships to Detroit’s boardrooms to the White House. Ingrassia answers the big questions: Was Detroit’s self-destruction inevitable? Why did Japanese automakers manage American workers better than the American companies themselves did? Complete with a new Afterword providing fresh insights into the continuing upheaval in the auto industry,the travails of Toyota, the revolving-door management and IPO at General Motors, the unexpected progress at Chrysler, and the Obama administration’s stake in Detroit’s recovery!Crash Course addresses a critical question: America bailed out GM, but who will bail out America? With an updated Afterword by the author Praise for Crash Course ⓘIn order to understand just how much of a mess it was—not to mention how it got that way and how, if at all, it can be cleaned up!you really need to read Crash Course.ⓘThe Washington Post ⓘIngrassia tells Detroit’s story with economy, vigour and restrained fury.ⓘThe Economist ⓘA delightful mix of history and first-person reporting . . . Employing superb storytelling skills, Ingrassia explains in head-shaking detail the elements of a wholly avoidable collision.ⓘKirkus Reviews (starred review)

The ingenious and counterintuitive practice of red teaming has its origins in the military, and involves creating a group of devil’s advocates to think like the enemy, challenge existing assumptions within an organisation and find holes in its strategy. It’s a powerful cure for groupthink, tunnel vision and failures of imagination, ailments that have transformed many once-great corporations into the walking dead of the business world. Red teaming will provide readers with a guide to the core techniques of red teaming as well as its history and fascinating real-world examples. It will teach businesses how to challenge the conventions of their industry like an innovative disruptor would, and spot threats while there is still time to respond to them, creating a culture in which challenges are not only tolerated, but valued.

A legend in the car industry reveals the philosophy that’s starting to turn General Motors around. In 2001, General Motors hired Bob Lutz out of retirement with a mandate to save the company by making great cars again. He launched a war against penny pinching, office politics, turf wars, and risk avoidance. After declaring bankruptcy during the recession of 2008, GM is back on track thanks to its embrace of Lutz’s philosophy. When Lutz got into the auto business in the early sixties, CEOs knew that if you captured the public’s imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM’s leadership began to put their faith in analysis, determined to eliminate the “waste” and “personality worship” of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz’s commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace.

A renowned business leader in the steel industry shares his ideas and observations on how to grow a world-class organization and the principles behind his management style

How Your Business Can Conquer the Competition by Challenging Everything

Crazy Rich

Thriving Organizations ⓘ Great Results

The Power of Many

Iacocca

The Extraordinary Power of Leader Humility

Red Teaming is a revolutionary new way to make critical and contrarian thinking part of the planning process of any organization, allowing companies to stress-test their strategies, flush out hidden threats and missed opportunities and avoid being sandbagged by competitors. Today, most — if not all — established corporations live with the gnawing fear that there is another Uber out there just waiting to disrupt their industry. Red Teaming is the cure for this anxiety. The term was coined by the U.S. Army, which has developed the most comprehensive and effective approach to Red Teaming in the world today in response to the debacles of its recent wars in Iraq and Afghanistan. However, the roots of Red Teaming run very deep: to the Roman Catholic Church ’ s “ Office of the Devil ’ s Advocate, ” to the Kriegsspiel of the Prussian General Staff and to the secretive AMAN organization, Israel ’ s Directorate of Military Intelligence. In this book, author Bryce Hoffman shows business how to use the same techniques to better plan for the uncertainties of today ’ s rapidly changing economy. Red Teaming is both a set of analytical tools and a mindset. It is designed to overcome the mental blind spots and cognitive biases that all of us fall victim to when we try to address complex problems. The same heuristics that allow us to successfully navigate life and business also cause us to miss or ignore important information. It is a simple and provable fact that we do not know what we do not know. The good news is that, through Red Teaming, we can find out. In this book, Hoffman shows how the most innovative and disruptive companies, such as Google and Toyota, already employ some of these techniques organically. He also shows how many high-profile business failures, including those that sparked the Great Recession, could easily have been averted by using these approaches. Most importantly, he teaches leaders how to make Red Teaming part of their own planning process, laying the foundation for a movement that will change the way America does business.

Imagine a world in which most projects - personal, social, corporate, organizational and governmental - are successfully accomplished. That is the purpose and the reason for writing this book.There is work to be done. Only a select few projects deliver their purpose, meet their expected goals, achieve sustainable benefits, satisfy most stakeholders, meet their deadlines and stay within their original financial budget. So what is the secret? What can we learn from the thousands of failed projects? And how can we develop a framework or tool that guarantees, or at least significantly increases the chance of, project success?In fact, every aspect of our lives is becoming a set of projects. The speed of change witnessed in the past decade has radically affected the way we organize and manage our companies and work. Many of the traditional activities in organizations will soon be carried out by automation and robots. In this new landscape, projects are becoming an essential model to create value. In short, we are witnessing the rise of the project economy. Leading projects thinker Antonio Nieto-Rodriguez explains the tremendous consequences that this unnoticed disruption is having on our lives and the reasons behind it. He also looks at how leading companies, governments, schools, and universities have already embraced projects as the way to deliver on their strategy and ambitions. Ultimately, this book explains how individuals and companies can develop the competencies required to transform and thrive in the new digital and project-driven economy.

A uniquely informed investigative account of one of the biggest financial crises of President Obama ’ s early administration During his first year in office, President Obama faced the possibility of more than a million lost jobs as GM and Chrysler headed for financial ruin. He joined forces with Treasury Secretary Tim Geithner and economic advisor Larry Summers in a historic government intervention to keep these two auto-industry giants afloat, working against a ticking clock and fielding vocal opposition from free market champions along the way. It’s from this vantage point that former New York Times financial journalist Steven Rattner witnesses a new administration’s grace under pressure in the face of gross corporate mismanagement—a scenario rich in hard-earned lessons for managers and executives in any industry.

American Icon: Alan Mulally and the Fight to Save Ford Motor Company (2012) by Bryce Hoffman depicts how Alan Mulally led the Ford Motor Company through significant crises in the 2000s. Ford had been struggling for decades and was facing the turmoil of the Great Recession, and although Mulally was an outsider, his strong leadership prevented the company from going bankrupt. Purchase this in-depth summary to learn more.

American Icon

An Autobiography

Effective Leadership

The Blue Book Modeling Years

The Battle for the Soul of American Business

The Kelloggs

The American Automobile Industry’s Road to Bankruptcy and Bailout-and Beyond

Selected as one of Motley Fool’s “5 GreatBooks You Should Read” In The AIG Story, the company’s long-term CEO Hank Greenberg(1967 to 2005) and GW professor and corporate governance expertLawrence Cunningham chronicle the origins of the company and itsrelentless pioneering of open markets everywhere in the world. Theyregale readers with riveting vignettes of how AIG grew from amodest group of insurance enterprises in 1970 to the largestinsurance company in world history. They help us understand AIG’sdistinctive entrepreneurial culture and how its outstandingemployees worldwide helped pave the road toglobalization. Corrects numerous common misconceptions about AIG that arosedue to its role at the center of the financial crisis of 2008. A unique account of AIG by one of the iconic business leadersof the twentieth century who developed close relationships withmany of the most important world leaders of the period and helpedto open markets everywhere Offers new critical perspective on battles with N. Y. AttorneyGeneral Eliot Spitzer and the 2008 U.S. government seizure of AIGamid the financial crisis Shares considerable information not previously madepublic The AIG Story captures an impressive saga in businesshistory—one of innovation, vision and leadership at a company thatwas nearly--destroyed with a few strokes of governmental pens. TheAIG Story carries important lessons and implications for theU.S., especially its role in international affairs, its approach tobusiness, its legal system and its handling of financialcrises.

Share and pass on the faith from A to Z with this guidebook of all things totally Catholic! In this comprehensive resource, children ages 9 to 12 and the grown-ups in their lives are provided with child-appropriate and theologically-correct language based upon the Catechism of the Catholic Church. Containing extensive information on what Catholics believe and how they live as members within the community of believers, this manual also offers readers ways to engage in the faith.

“Originally published in Great Britain by The History Press”--Title page verso.

Thinkers50 Management Thinker of 2015 Whitney Johnson has a goal: to help us identify and achieve our dreams. Her belief is that we can each achieve greater happiness when focusing both on our dreams and on other people in our lives. In this inspiring book, Johnson directs her attention to teaching women, in particular, a three-step model for personal advancement and happiness. She first encourages us to Dare to boldly step out, to consider disrupting life as we know it. Then she teaches us how to Dream, to give life to the many possibilities available, whether to start a business, run a marathon, or travel the world. She shows us how to “date” our dreams (no need to commit!) and how to make space for dreams. Finally, Whitney’s model brings out the businesswoman in her; she teaches us to Do, to execute our dreams. She showcases the importance of sharing dreams with others to give them life, creating your own “dream team.” Rich with real stories of women who have dared to dream, Dare, Dream, Do offers a practical framework for making remarkable things happen.

Lessons from a Business Maverick

How to Succeed By Thinking Like the Enemy

Freedom’s Forge

Relentless Implementation

Dark Pools

Hitler’s Final 42 Hours

Losing the Signal

Put your values first and focus on what matters most Despite our good intentions, many of us experience a chronic imbalance between the desire to live our values and the distractions and never-ending to-do lists that can get in the way. In *Your 168: Finding Purpose and Satisfaction in a Values-Based Life*, readers learn how to pursue a values-based life by identifying and committing to their values and priorities. The book is written by bestselling author Harry Kraemer, former Chairman and CEO of Baxter International and currently a professor of management and strategy at Northwestern University's Kellogg School of Management, where he was a Professor of the Year. Kraemer uses personal stories and insights from others to help readers discover the dissonance between what they say is most important and where they actually devote their time. This is an eye-opener for most people, uncovering the obstacles to leading a value-based life. In *Your 168*, you will learn how to make changes and build new habits that put your values first by:

- Using self-reflection to identify what matters most and become more aware of how you spend your time
- Re-evaluating priorities such as career, family, health, recreation, spirituality, and making a difference
- Avoiding unpleasant "surprises" and "hitting the brick wall"
- Experiencing better balance in real time amid shifting priorities—personally and professionally

Fans of Kraemer's previous books on values-based leadership will embrace this new release – *Your 168: Finding Purpose and Satisfaction in a Values-Based Life*. The book provides actionable advice, filled with tips on how to live a life of meaning and experience a greater sense of purpose. Everyone will feel inspired to make lasting change. All of Harry's proceeds from the book sales are donated to the One Acre Fund in Africa.

The celebrated chief executive officer of Chrysler Corporation offers a straightforward account of his career at Ford, of the recent resurgence of Chrysler, and of what is wrong and right with American business

"The story of how Roger Smith, chairman of General Motors, transformed the industry leader into a fallen giant"---Jacket subtitle.

Award-winning journalist and leading consumer advocate William J. McGee offers a shocking, essential exposé that reveals the real state of the "friendly skies." From outsourced call centers in India to the Alabama location where all lost baggage ends up, William J. McGee crisscrossed the country and traveled around the globe immersing himself deep into the world of commercial airlines. And what he found was shocking. McGee interviewed countless industry insiders—pilots, TSA security screeners, FAA inspectors, legislators, the CEOs of the major carriers, and even Ralph Nader and Steven Slater, the disgruntled flight attendant who famously jettisoned a JetBlue flight. Here he reveals how airline executives are cutting costs in "a mad race to the bottom" by delegating flights to second-tier regional airlines and outsourcing critical aircraft maintenance and repairs to unlicensed "mechanics" in China, Singapore, Mexico, and El Salvador. And while the U.S. airlines have raked in tens of billions of dollars for checked baggage alone in recent years, our skies (and our airports) are not getting any safer. What's more, McGee explains how both political parties and all branches of the U.S. government have conspired to place corporate interests above the interests of consumers, workers, the nation's economy, and even the planet itself. Attention All Passengers will change the way you view the airline industry and make you think twice the next time you see the fasten seat belts sign.

The Project Revolution

100 Common Misconceptions about American Icon

Work is Love Made Visible

A Catechism for Kids and Their Parents and Teachers

Crash Course

Before Marilyn

Tap Dancing to Work

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? *Losing the Signal* is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

A riveting, behind-the-scenes account of the near collapse of the Ford Motor Company, which in 2008 was close to bankruptcy, and CEO Alan Mulally's hard-fought effort and bold plan—including his decision not to take federal bailout money—to bring Ford back from the brink.

Warren Buffett built Berkshire Hathaway into something remarkable— and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles the Equity Investor." Andrew Tobias's 1983 article "Letters from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letters. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they could do anything, but not so much that they could do nothing." Bill Gates's 1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective.

Channel happiness and find your purpose with stories from the world's leading minds *Work is Love Made Visible* offers the insights of some of the world's greatest thought leaders as they tackle one of life's most difficult treasure hunts: finding purpose. The word "purpose" is big. Very big. And heavy. It carries the weight of a lifetime of work and struggle; the weight of legacy, and the mass of days spent not doing something else. It's something we all grapple with at some point—some of us find our purpose, others spend a lifetime searching. A lucky few grow to realize they've been working their purpose all along. Most of us aren't quite that lucky, often, fulfilling your purpose requires some kind of change—career, lifestyle, habits, family—and what then? Are we selfish for the upheaval, or are we fulfilling destiny? Once we know our purpose, how do we pursue it? This book asked those very questions of people who have followed their purpose and succeeded on a global scale. Their un-distilled answers are here, lending you the wisdom of their experiences, their examples, inspiration, and motivations as they. Tackle the universal struggle with individual purpose and meaning. Illustrate how personal thought patterns contribute to real-world action. Move challenges into the opportunities of their lives. Reveal how they arrived at their life's purpose, and what they sacrificed to get there. We all want a meaningful life. We want to work together for a brighter future, we want to celebrate our differences and commit to good. We want to inspire others, nurture their talents, and help them grow. We want to look back one day on a life well-lived, and leave something behind that matters to the world. *Work is Love Made Visible* shows you how some of us have succeeded, and offers you insight and guidance so that you can do the same.

Creating Clarity, Alignment and a Working Together Operating System to Maximize Your Business Performance

Alan Mulally and the Fight to Save Ford Motor Company

Attention All Passengers

The AIG Story

How American Business Produced Victory in World War II

The Reckoning

An Insider's Account of the Obama Administration's Emergency Rescue of the Auto Industry

New York Times Bestseller: "A historical overview of the auto industry in the United States and Japan [and] the gradual decline of U.S. manufacturing" (Library Journal). After generations of creating high-quality automotive products, American industrialists began losing ground to the Japanese auto industry in the decades after World War II. David Halberstam, with his signature precision and absorbing narrative style, traces this power shift by delving into the boardrooms and onto the factory floors of the America's Ford Motor Company and Japan's Nissan. Different in every way—from their reactions to labor problems to their philosophies and leadership styles—the two companies stand as singular testaments to the challenges brought by the rise of the global economy. From the Pulitzer Prize-winning author of *The Fifties* and *The Coldest Winter*, and filled with intriguing vignettes about Henry Ford, Lee Iacocca, and other visionary industrial leaders, *The Reckoning* remains a powerful and enlightening story about manufacturing in the modern age, and how America fell woefully behind. This ebook features an extended biography of David Halberstam.

Essential reading for business leaders and policymakers, an in-depth investigation of red teaming, the practice of inhabiting the perspective of potential competitors to gain a strategic advantage. Red teaming. The concept is as old as the Devil's Advocate, the eleventh-century Vatican official charged with discrediting candidates for sainthood. Today, red teams are used widely in both the public and the private sector by those seeking to better understand the interests, intentions, and capabilities of institutional rivals. In the right circumstances, red teams can yield impressive results, giving businesses an edge over their competition, poking holes in vital intelligence estimates, and troubleshooting dangerous military missions long before boots are on the ground. But not all red teams are created equal; indeed, some cause more damage than they prevent. Drawing on a fascinating range of case studies, *Red Team* shows not only how to create and empower red teams, but also what to do with the information they produce. In this vivid, deeply-informed account, national security expert Micah Zenko provides the definitive book on this important strategy – full of vital insights for decision makers of all kinds.

The inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout.

General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of *Too Big to Fail* and *The Big Short*, American Icon is narrative nonfiction at its vivid and colorful best.

An unauthorized family portrait documents the private lives of the Johnson empire, discussing their high-profile affairs, their struggles with addiction and mental illness, and the obsessions of a dynasty ruler who abandoned his family in favor of his ideals.

Totally Catholic!

Finding Purpose and Satisfaction in a Values-Based Life

Why So Many Leaders Abdicate Their Most Important Responsibilities

The Battling Brothers of Battle Creek

Red Team

The Airlines' Dangerous Descent---and How to Reclaim Our Skies

Power, Scandal, and Tragedy Inside the Johnson & Johnson Dynasty

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "American Icon: Alan Mulally and the Fight to Save Ford Motor Company." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3.

You've heard it all.

David Hamlet's *The Reckoning* examines and answers how a vile individual such as Hitler could thrive on mass murder while maintaining a large group of followers.

American IconAlan Mulally and the Fight to Save Ford Motor CompanyCurrency

Effective Leadership: Theory, Cases, and Applications, by Ronald H. Humphrey, integrates traditional and new leadership theories—including transformational leadership, leader-member exchange, authentic leadership, servant leadership, self-leadership, shared and distributed leadership, identity theory, and the value of emotions and affect—to provide a comprehensive look at the many facets of effective leadership. Practical and fun to read, this innovative book incorporates personal reflections and current business examples to bring the theories of organizational leadership to life. In addition, "Put it in Practice" features help readers see how they can apply the leadership research to their own work lives, while leadership cases throughout demonstrate how real leaders have succeeded by applying the leadership principles discussed in the book.

Dare, Dream, Do

Warren Buffett on Practically Everything, 1966-2013

Transform Your Business by Thinking Like the Enemy

The Rise of the Machine Traders and the Rigging of the U.S. Stock Market

The Brutal Truth

Inspire Accountability

Focus

NEW YORK TIMES BESTSELLER • SELECTED BY THE ECONOMIST AS ONE OF THE BEST BOOKS OF THE YEAR "A rambunctious book that is itself alive with the animal spirits of the marketplace."—*The Wall Street Journal* *Freedom's Forge* reveals how two extraordinary American businessmen—General Motors automobile magnate William "Big Bill" Knudsen and shipbuilder Henry J. Kaiser—helped corral, cajole, and inspire business leaders across the country to mobilize the "arsenal of democracy" that propelled the Allies to victory in World War II. Drafting top talent from companies like Chrysler, Republic Steel, Boeing, Lockheed, GE, and Frigidaire, Knudsen and Kaiser turned auto plants into aircraft factories and civilian assembly lines into fountains of munitions. In four short years they transformed America's army from a hollow shell into a truly global force, laying the foundations for the country's rise as an economic as well as military superpower. *Freedom's Forge* vividly re-creates American industry's finest hour, when the nation's business elites put aside their pursuit of profits and set about saving the world. Praise for *Freedom's Forge* "A rarely told industrial saga, rich with particulars of the growing pains and eventual triumphs of American industry. . . Arthur Herman has set out to right an injustice: the loss, down history's memory hole, of the epic achievements of American business in helping the United States and its allies win World War II."—*The New York Times* Book Review "Magnificent. . . It's not often that a historian comes up with a fresh approach to an absolutely critical element of the Allied victory in World War II, but Pulitzer finalist Herman. . . has done just that."—*Kirkus* Reviews (starred review) "A compulsively readable tribute to 'the miracle of mass production.'"—*Publishers Weekly* "The production statistics cited by Mr. Herman. . . astound."—*The Economist* "[A] fantastic book."—*Forbes* "*Freedom's Forge* is the story of how the ingenuity and energy of the American private sector was turned loose to equip the finest military force on the face of the earth. In an era of gathering threats and shrinking defense budgets, it is a timely lesson told by one of the great historians of our time."—*Donald Rumsfeld*

As a seasoned expert in business consulting, Ken Estridge knows that achieving accountability is often a difficult task for even the largest and most successful companies. With the millennial generation disrupting conventional forms of workplace accountability and engagement, it has never been more important for companies to adapt. Drawing upon his thirty-five years of experience, *Inspire Accountability* explores how employers can transform their millennial-infused businesses to attract and retain a workforce that is dedicated to owning their responsibilities. Using the 7Cs—culture, clarity, capacity, competence, confidence, commitment, and compensation-- senior-level executives and leadership teams can heighten their company's productive engagement in the age of millennials. "Few business books have inspired me to seriously reflect on how I ran my business and what I could have done better as much as *Inspire Accountability*. If only Ken had written it sooner! The 7Cs is a simple, but well-defined roadmap for achieving a more satisfying workplace for both managers and employees, while also increasing profitability. Regardless of the size of your business, this book will make a positive difference in all the metrics that matter!" Jill Greenberg Former Managing Partner, Financial Strategy, Inc. Executive in Residence, Brandeis University "Ken has created a masterful work with *Inspire Accountability*. He brings a framework based on research, experience, and application to business leaders, all in an easy and enjoyable read. Having known Ken for nearly a decade as an executive business coach, I can personally vouch for the wisdom, pragmatism, and credible foundation of the 7Cs method he has created, and the tools he is contributing to our global business community." Keith Cupp Founder and CEO, Gravitas Impact Premium Coaches "As a CEO of an early-stage company, nearly all of my employees are millennials. They are amazing, bright, and motivated, but Ken is spot-on in his assessment of their attitude towards accountability. The 7Cs method in Ken's book, *Inspire Accountability*, gives you a workable plan to connect with employees who always seem to be out of step with the company's goals and culture." Susan MacKay, PhD CEO, Cerahelix, Inc.

Identifies 10 core values for living a successful life, in a personal account by a former eBay CEO that interweaves stories from her career and upbringing, in an account that includes coverage of such topics as personal accountability, confidence and idea sharing.

The Future of Your Company Depends on It

How to Succeed in a Project Driven World

The Motive

Remarkable Things Happen When You Dare to Dream

Red Teaming