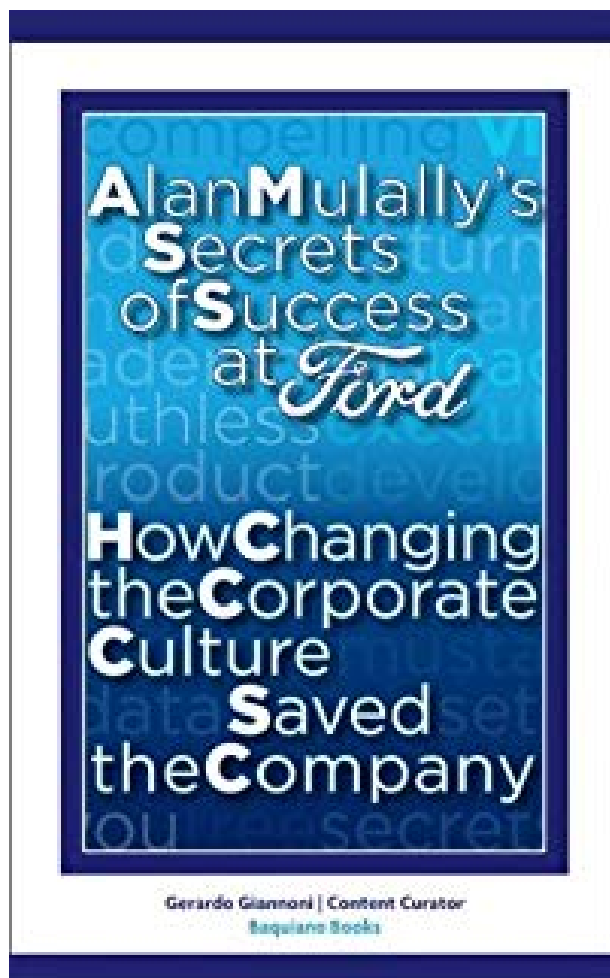


Alan Mulally's Secrets of Success at Ford: How Changing the Corporate Culture Saved the Company



Genre:	Uncategorized
Published:	February 27th 2014 by Baquiano Books
Pages:	40
Language	English
Author:	Gerardo Giannoni
Goodreads Rating:	3.42
ASIN	B00IPMEAJM

[Alan Mulally's Secrets of Success at Ford: How Changing the Corporate Culture Saved the Company.pdf](#)

[Alan Mulally's Secrets of Success at Ford: How Changing the Corporate Culture Saved the Company.epub](#)

In 2006 Ford was on the verge of bankruptcy, with heavy losses, low innovation and a negative corporate culture that rewarded fiefdom instead of teamwork. Alan Mulally's Secrets of Success summarizes how the legendary CEO turned around the company. In his own words Mulally offers useful management tips and describes his vision for saving Ford based on an aggressive restructuring, accelerating product development and teamwork. A must read for business students, entrepreneurs, managers and car aficionados. Table of Contents: About this Book Introduction Alan Roger Mulally's Biography Ford Before Mulally Compelling Vision and Ruth Execution Ford Today, after Mulally's Inspired Turnaround Mulallyisms Factoids Timeline Annotated Bibliography References Number of Words: 8,000