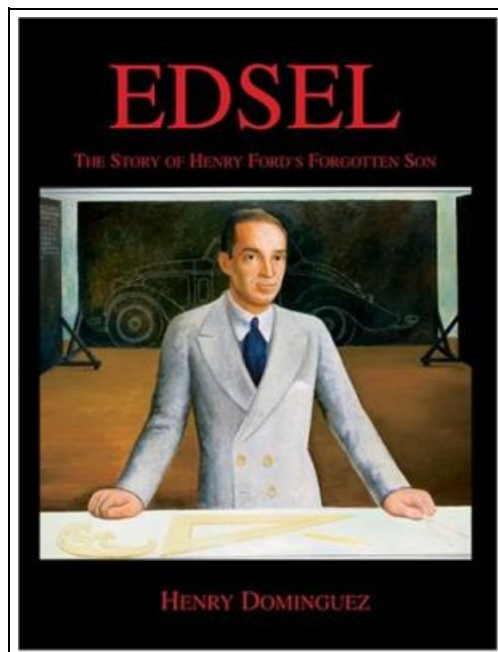


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EDSEL: THE STORY OF HENRY FORD'S FORGOTTEN SON



SAE International. Paperback. Book Condition: new. BRAND NEW, Edsel: The Story of Henry Ford's Forgotten Son, Henry Dominguez, To students of business, the word Edsel conjures up only one thing: disaster. It was the name given to an automobile in the late 1950s that failed miserably in the marketplace and lost Ford Motor Company hundreds of millions of dollars. However in all of the books written about the Ford Motor Company and the Ford family, precious little has been written about the man who gave his name to this car. Edsel Ford was, after all, the son of Henry Ford and, more importantly, the president of the Ford Motor Company for a quarter of a century. Who was this man? What was he like? And why has he been ignored? Chapters include: A Man Called Edsel; A Son for Henry; The Early Years; From Bicycles to Bugattis; College is a Waste of Time; San Francisco Sojourn; Courtship and Marriage; Live Very Simply; Accusations of Evasion; Buy-Out; the Administrator; Differences in Direction; From Model T to Model A; Bank Holiday; Patron of the Arts; Aviation Pioneer; the Byrd Expeditions; The Lincoln Motor Car Company; Carrossiers; Felicitous Eye; Edsel's Sanctuary; Design Synergy; The Ford Foundation; Bennett Motor Company; Willow Run; Dark Angel; Epilogue.



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