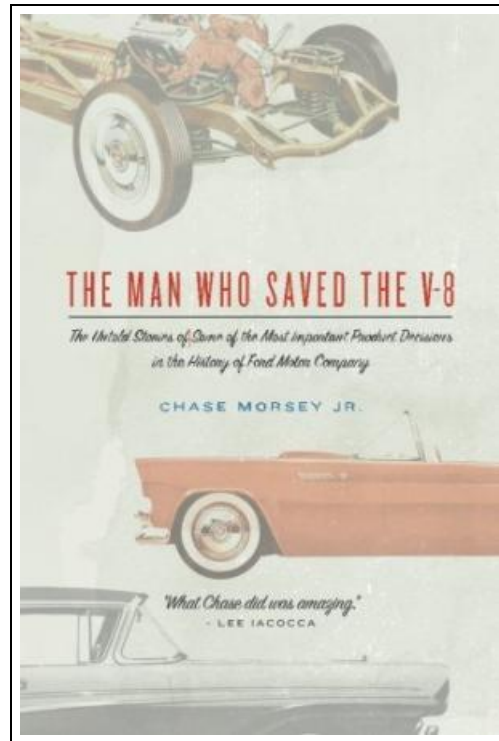


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THE MAN WHO SAVED THE V-8: THE UNTOLD STORIES OF SOME OF THE MOST IMPORTANT PRODUCT DECISIONS IN THE HISTORY OF FORD MOTOR COMPANY (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.When Chase Morsey Jr. joins Ford Motor Co. in 1948, he has no idea the part he ll play in automotive history. Morsey s arrival comes as Henry Ford II and other titans in the industry are about to kill the vaunted V-8 engine. He sees it as his sole mission to talk them out of it. In The Man Who Saved the V-8, he shares the never-before-told story of how his crusade saved the engine that would go on to power iconic cars like the Ford Thunderbird and Mustang. To this day, I have no idea how a young, newly hired manager like myself.had the nerve to challenge the most powerful men inside Ford Motor Company and tell them they were wrong, Morsey says. But that is exactly what I did. The twenty-nine-year-old executive embarks on massive market research. He works with manufacturing experts to find ways to produce the V-8 engine more efficiently. After finding success, he goes on to continue playing a central role in some of the most pivotal decisions that would ensure Ford remains one of the powerhouses in the automotive industry. The Man Who Saved the V-8 tells the story of his successes and lessons learned.



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