



Once Upon a Car: The Fall and Resurrection of America's Big Three Automakers--GM, Ford, and Chrysler

Bill Vlasic

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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.



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