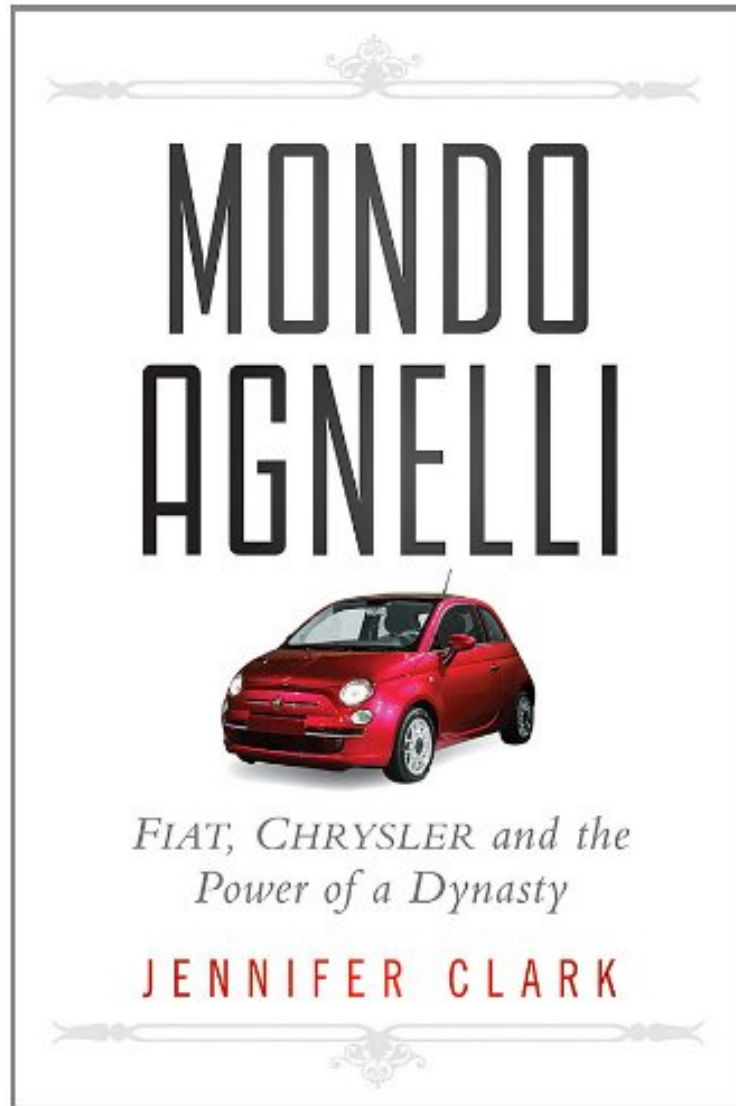


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Mondo Agnelli: Fiat, Chrysler, and the Power of a Dynasty

Jennifer Clark

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Jennifer Clark : Mondo Agnelli: Fiat, Chrysler, and the Power of a Dynasty before purchasing it in order to gage whether or not it would be worth my time, and all praised Mondo Agnelli: Fiat, Chrysler, and the Power of a Dynasty:

1 of 1 people found the following review helpful. Don't be mislead, this book is NOT about Fiat cars By Charles HallWell, reviewing this book is hard. The guy who put a car on the cover basically put the author in a spot. You see, the book is not about cars, not at all. The woman who wrote the book spends an entire chapter describing a wedding, right down to the bride's hairdo and the how the caterer coped with rain. But cars? No. All I learned about Fiats from this book is that Italian cars do not have cup holders. Once I got over that disappointment, the book is pretty well written and tries mightily to explain the ins and outs of the Agnelli clan and their century old ownership of Fiat. The

first 2/3 of the book is about that, then the last 1/3 is about Fiat's take over and turn-around of Chrysler. If you like stories of family in-fighting, corporate takeovers, crazy complex-barely legal stock swaps, then this book is for you. She does write well and even I made it through the entire book, all the while hoping in vain for something about Fiat CARS.3 of 3 people found the following review helpful. A New Perspective on the Chrysler - FIAT MergerBy John MccarrierThis book is an interesting alternate perspective on the Chrysler-Fiat merger in 2009. Instead of the usual domestic auto industry view it comes at the process from the FIAT side. The author clearly knows the FIAT side while the Chrysler side is easy to sketch for American readers.The section of book containing the history of FIAT may be of limited interest to American readers but the alternative way of providing a background to the merger would be yet another rehashing of Chryslers problems for the last 20 years. The author emphasizes that all parties to the negotiation wanted it to work. Chrysler management, FIAT management, the UAW, Chrysler bond holders, and the Obama administration were all highly motivated.In some ways this is the Sergio Marchionne story with the Agnelli family playing backup but it is also the story of one segment of the ongoing transformation world auto industry.4 of 4 people found the following review helpful. Soap operaBy Miller.Having read a half dozen books on the Big Three and a few other books on foreign cars, I was expecting a lot of detail, like Bob Lutz writes in his books, about the vehicles, management style, and regulators or other obstacles in the path of the Fiat/Chrysler event. What I was not expecting was a genealogy soap opera. The writer made reference to the Kennedy family of America and its tragedies in a comparison with the long history of the Agnelli family and Fiat. The single value of the first 13 chapters of the book was learning what the letters F-I-A-T meant. The final two chapters contained the material constituting the reason I bought the book. If you want to read a good car book, don't waste your money and time on this one.

The fascinating story of a century-old automobile dynasty Fiat is one of the world's largest automakers, but when it made headlines by grabbing control of a bankrupt Chrysler in 2009 it was unknown in the U.S. Fiat's against-all-odds swoop on Chrysler---masterminded by Sergio Marchionne, the Houdini-like manager who saved Fiat from its own near-collapse in 2005---has made the automaker one of the most unlikely winners of the financial crisis. *Mondo Agnelli* is a new book that looks at the chain of unpredictable events triggered by the death of Gianni Agnelli in 2003. Gianni, the charismatic, silver-haired power broker and style icon, was the patriarch who had lead the company founded by his grandfather in 1899. But Gianni's own son had committed suicide. Without a mature heir, the dynasty and Fiat were rudderless. Backed by Gianni's closest advisors, his serious, shy, and determined grandson John plucked Marchionne from obscurity. Together, they saved the family company and, inadvertently, positioned Fiat as a global trailblazer when the global storm hit. A classic story of ingenuity and hard work, the book portrays a business dynasty that triumphed over adversity and family tragedy because of its own smarts, sweat, and ability to bend the rules A an engaging tale for those interested in the stories behind the economic crash, the book contains never-before reported material about how Fiat succeeded in making Chrysler profitable where both Daimler AG and Cerberus, its previous owners, had failed. A story for a wide audience, from car buffs, business readers, lovers of Italy, and anyone fascinated by the lifestyle of Europe's most glamorous industrial dynasty, this book tells the tale of how Fiat achieved the seemingly impossible -- turning around an American automotive icon everyone else had given up for dead.

.com From the Author: Five Things You Should Know About Fiat Author Jennifer Clark 1. Fiat is four years older than the Ford Motor Company. Giovanni Agnelli and a group of Turin businessmen set up Fiat in 1899, while Henry Ford founded the Ford Motor Company in 1903. Giovanni Agnelli visited for the first time in 1906, and probably met Henry for the first time that year. The two auto barons became friends, and Giovanni kept a photograph of himself and Henry on his desk for years. Giovanni's grandson Gianni socialized with Henry Ford II. 2. Fiat is more than cars. During its peak, its slogan was "Land, Sea, Sky" because it made engines for everything from ocean liners to trains to helicopters to planes. At its peak in the post-war boom of the 1960s, it even made refrigerators. Its engineering prowess was widely recognized. Guglielmo Marconi, the inventor of the radio, worked at Fiat's Magneti Marelli spare parts company. Fiat now makes tractors and construction equipment as well as Ferraris, Fiats and Alfa Romeos. 3. Fiat was the only company in the world willing to buy Chrysler at the end of 2008. 4. Fiat's Balilla---the precursor to today's zippy 500---was a "people's car" launched in 1932 that pre-dated the Volkswage's Beetle by about five years. 5. Fiat Chairman John Elkann is the first Agnelli family member at the helm of Fiat who doesn't bear the Agnelli name. He is the great-great-grandson of the company's founder, Giovanni Agnelli. "But the soul of the book is the 113-year story of feisty Fiat and the larger-than-life Agnelli family. That's when it's time to click your seat belt for a yarn that's rich with affairs, suicides, drugs, family lawsuits, secrecy, hidden assets, offshore accounts, Benito Mussolini, princes and princesses, Jackie Kennedy, palaces and yachts, spectacular weddings, stately funerals and deep family loyalty." (USA TODAY.com, February 2012)From the Inside FlapOne of the few winners of the financial crisis, the Italian automaker Fiat made headlines around the world when it seemingly came out of nowhere to take control of the all-American car manufacturer, Chrysler. A surprising tale of unexpected outcomes, *Mondo Agnelli: Fiat, Chrysler, and the Power of a Dynasty* peels back the veil on an influential family that triumphed over miscalculation and tragedy through hard work, tenacity, and an ability to bend the rules. At the center of this epic saga

are the remarkable stories of two very different men—longtime patriarch Gianni Agnelli and his grandson John Elkann. While Gianni was an elegant, silver-haired power broker and style icon who shaped the creation of the modern Fiat, the quiet and serious John was forced into the limelight in the wake of a traumatic loss and inherited a company on the brink of collapse. In the years following Gianni's death in 2003, John and members of the clan's close-knit inner circle stepped into the breach and tapped management mastermind Sergio Marchionne to spearhead the effort to save Fiat, which was losing millions of euros each day. But what could have been a Greek tragedy concluded with a Hollywood ending. Fiat's unlikely turnaround gave it the resources, vision, and management know-how to make its bold swoop on Chrysler in 2008, which together with loans from the U.S. and Canadian governments, positioned the company as a global trailblazer. Containing never-before-reported material about how Fiat quickly made Chrysler profitable where both Daimler AG and Cerberus, its previous owners, had struggled, *Mondo Agnelli* is sure to educate and fascinate business readers of all backgrounds. In order to remaining the top tier of the global auto industry in the coming years, the Fiat-Chrysler merger must succeed where most fail: in creating a single, seamlessly integrated trans-Atlantic company. The book presents a fascinating behind-the-scenes look at one of the most remarkable stories to come out of the financial crisis so far.