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Mulally's achievements at Ford are chronicled in the book American Icon: Alan Mulally and the Fight to Save Ford Motor Company by Bryce G. Hoffman, published in 2012. On July 15, 2014, he was appointed to the Google Board of Directors. Mulally was the executive vice president of Boeing and the CEO of Boeing Commercial Airplanes (BCA).

The book - American Icon: Alan Mulally and the Fight to Save Ford Motor Company - lets you into the outgoing CEO's mind. Did the conditions at Ford overwhelm him? What made him give up his job at ...

He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the best-selling tradition of Too Big to Fail and The Big Short, American Icon is narrative nonfiction at its vivid and colorful best.

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A Wall Street Journal bestseller that was named one of the "Best Business Books of the Year" by Bloomberg, American Icon is the inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. "Bryce Hoffman has done a stellar job of capturing the Ford sto-

ry—and more to the point showing us how Mulally did it.

Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround.

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chronicles Mulally's transformation of the company's culture, products ...

I chronicle those events in my new book, American Icon: Alan Mulally and the Fight to Save Ford Motor Company. During the year I spent researching and writing this book, I spent many hours sitting across the table from Mulally in his corner office on the twelfth floor of Ford's world headquarters.

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