



Freedom s Forge (Paperback)

By Arthur Herman

Random House USA Inc, United States, 2013. Paperback. Condition: New. Reprint. Language: English . Brand New Book. NEW YORK TIMES BESTSELLER - SELECTED BY THE ECONOMIST AS ONE OF THE BEST BOOKS OF THE YEAR Remarkable as it may seem today, there once was a time when the president of the United States could pick up the phone and ask the president of General Motors to resign his position and take the reins of a great national enterprise. And the CEO would oblige, no questions asked, because it was his patriotic duty. In Freedom s Forge, bestselling author Arthur Herman takes us back to that time, revealing how two extraordinary American businessmen-- automobile magnate William Knudsen and shipbuilder Henry J. Kaiser--helped corral, cajole, and inspire business leaders across the country to mobilize the arsenal of democracy that propelled the Allies to victory in World War II. Knudsen? I want to see you in Washington. I want you to work on some production matters. With those words, President Franklin D. Roosevelt enlisted Big Bill Knudsen, a Danish immigrant who had risen through the ranks of the auto industry to become president of General Motors, to drop his plans for market domination and...



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