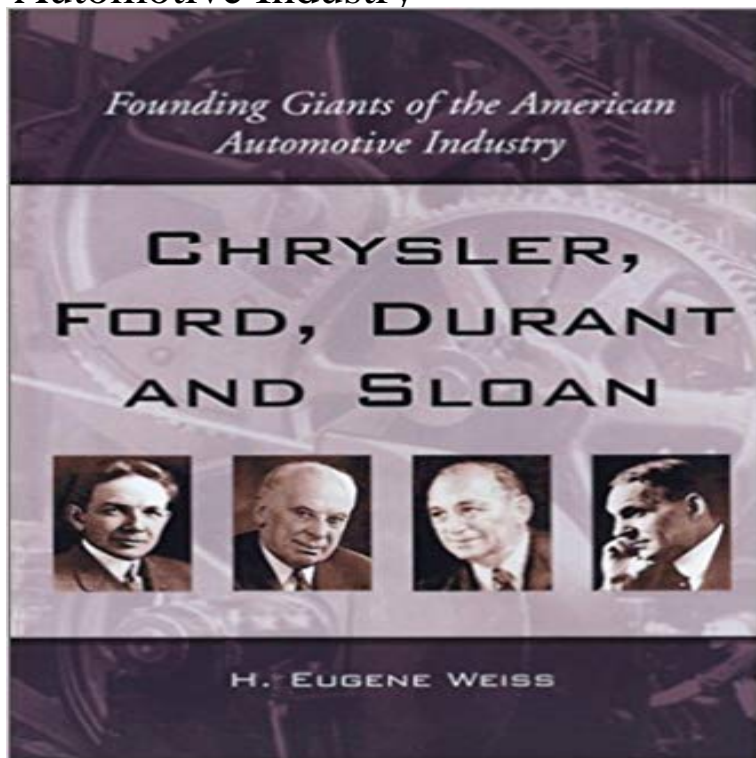


Chrysler, Ford, Durant and Sloan: Founding Giants of the American Automotive Industry



The American automobile industry has been called the favorite child of capitalism. Four decades of exceptional earnings allowed Henry Ford, Walter Chrysler, William Durant and Alfred P. Sloan (both of General Motors), and their companies to make developments in production, design and marketing that have set the standard for consumer products and industrial firms. Four men are primarily responsible for these concepts and for the formation of the big three. New research lends important insight into the relationship of Walter Chrysler's business career to the careers of the other three automotive giants. This comparative study details the career histories and visions of each of the men, exploring their individual business methods, the innovations for which they were responsible, and their impacts on the industry.

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