Driven To Excellence

Over the years, the American public has lost a great deal of confidence in government and business. They've been betrayed by politicians, appalled by the results of the Grace Commission and victimized by mismanagement. Despite all this, their values are stronger than ever and they refuse to settle for less than the best. These very same values distinguish Lee Iacocca, President and C.E.O. of Chrysler Corporation. Considered father of the Mustang and once president of Ford Motor Company, his success is based on common sense, perseverance and pride. His story is extraordinary. When he was dismissed by Ford he took charge of Chrysler, unaware that bankruptcy was nipping at his heels. Relentlessly, he pursued Senate Committees for funding and persuaded everyone to do what was needed to keep the company alive. Today, Chrysler is more competitive and successful than ever before. Iacocca’s achievements are remarkable, his style and attitude internationally respected and his values a symbol of integrity. He has restored more than a viable corporation to the marketplace, he has restored confidence to the American public.

"I like hands-on responsibility. If it works, give me the credit. If it doesn't, I'll take the rap." from IACOCCA

IACOCCA
AN AUTOBIOGRAPHY
BY LEE IACOCCA
WITH WILLIAM NOAK

Available at M.I.T. Student Center, Harvard Square store, Children's Medical Center and One Federal St., Boston. SPECIAL STORE HOURS FOR THE HARVARD SQUARE STORE THIS WEEK Mon-Thurs, 9:20 to 9:30pm. Fri. and Sat., 9:20 to 5:45pm. Coop Charge, Mastercard, Visa and American Express welcome.