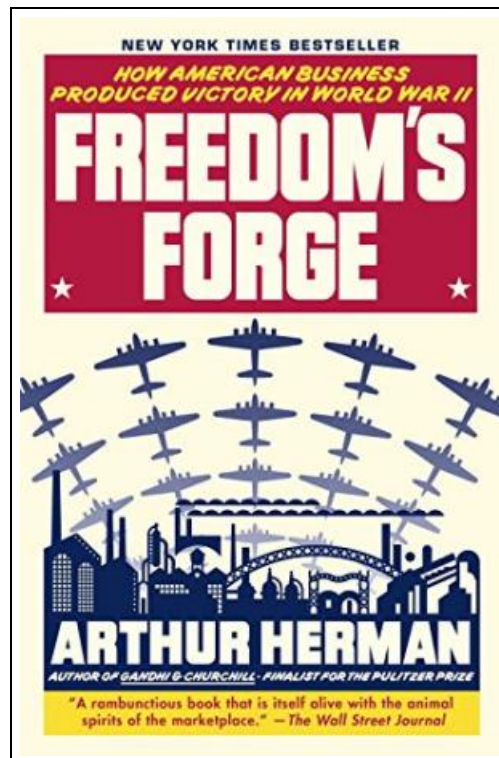


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Reviews

Absolutely essential study publication. It usually fails to expense an excessive amount of. Your lifestyle period will probably be transform when you full looking at this publication.

(Ms. Allene Conroy)

FREEDOM S FORGE: HOW AMERICAN BUSINESS PRODUCED VICTORY IN WORLD WAR II



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Random House USA Inc, United States, 2013. Paperback. Book Condition: New. Reprint. 202 x 132 mm. 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 join the U.S. Army. Commissioned a lieutenant general, Knudsen assembled a crack team of industrial innovators, persuading them one by one to leave their lucrative private sector positions and join him in Washington, D.C. Dubbed the dollar-a-year men, these dedicated patriots quickly took charge of America s moribund war production effort. Henry J. Kaiser was a maverick California industrialist famed for his innovative business techniques and his can-do management style. He, too, joined the cause. His Liberty ships became World War II icons and the Kaiser name became so admired that FDR briefly considered...



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