



The Public Image of Henry Ford: An American Folk Hero and His Company (Great Lakes Books Series)

David L. Lewis

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Skillful journalism and meticulous scholarship are combined in the full-bodied portrait of that enigmatic folk hero, Henry Ford, and of the company he built from scratch. Writing with verve and objectivity, David Lewis focuses on the fame, popularity, and influence of America's most unconventional businessman and traces the history of public relations and advertising within Ford Motor Company and the automobile industry.

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