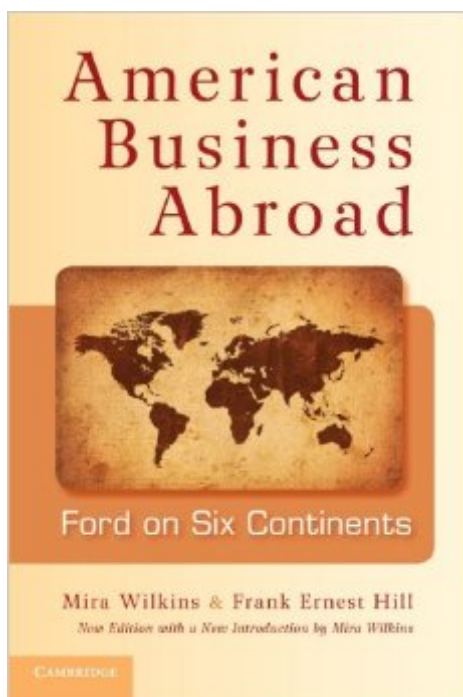


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American Business Abroad: Ford On Six Continents



Synopsis

American Business Abroad: Ford on Six Continents documents the first sixty years of Ford Motor Company's international expansion. Ford Motor Company introduced Americans to the first affordable car. Based on Ford's extraordinary company archives, this book traces the company's rise as a multinational enterprise. Following the export of the sixth car produced by the company, Ford opened its first plant abroad in its second year of business and quickly expanded around the world, building a business that by the mid 1920s spanned six continents. It faced wars, nationalism, numerous government restrictions and all the perils of operating across borders. First published in 1964, this book has lasting value in reminding readers of the long and uneven path of globalization. This new edition includes a new introduction by the author examining the impact and legacy of the study. It remains a major contribution to global economic history. In addition, Ford's history offers useful lessons today for both participants in the global economy and students of international business.

Book Information

Paperback: 582 pages

Publisher: Cambridge University Press; Updated edition edition (June 20, 2011)

Language: English

ISBN-10: 1107400236

ISBN-13: 978-1107400238

Product Dimensions: 6 x 1.3 x 9 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

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