



# Ford Tough: Bill Ford and the Battle to Rebuild America's Automaker

*David Magee*

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## **Ford Tough: Bill Ford and the Battle to Rebuild America's Automaker** David Magee

An inside look at the company that defined American industry and the man who runs it

Ford Tough is the contemporary story of a company fighting to position itself in a new era of business, with the founder's visionary great-grandson as the leader of the new Ford Motor Company.

Bill Ford Jr. is the first Ford family member to run the company since 1979. A self-professed environmentalist and by all accounts a "nice guy," he might not seem the most obvious choice for a hard-nosed corporate leader. But his vision of the company's future, his genuine care for his employees, his well-timed toughness, and his obvious concern for the long-term well-being of Ford Motor Company have proven to be essential characteristics for the leader of America's most famous brand.

Ford watched the company decline beginning in 1999 as then-CEO Jacques Nasser tried to remake the automaker into a new economy business. When the plan did not work, Ford stepped in to rebuild the automaker and restore faith from employees, consumers, and dealers. He guided Ford Motor Company through its troubled times and a successful centennial celebration.

With its massive size and a troubled economy, leading Ford Motor Company into the twenty-first century will be no easy task. Ford Tough looks at the modern rebuilding and the future of a company that defines American know-how and American culture.

David Magee (Lookout Mountain, Tennessee) is a former newspaper editor and columnist, as well as an automotive expert who has been featured on National Public Radio, Bloomberg TV, and the Discover Channel, among other news and media outlets. He has written for the Associated Press, the Clarion-Ledger (Jackson, MS), and the Oxford Eagle (Oxford, MS), and is also the author of Turnaround: How Carlos Ghosn Rescued Nissan.

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