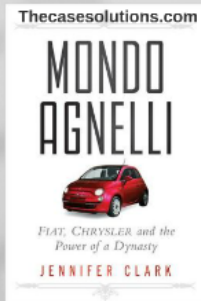
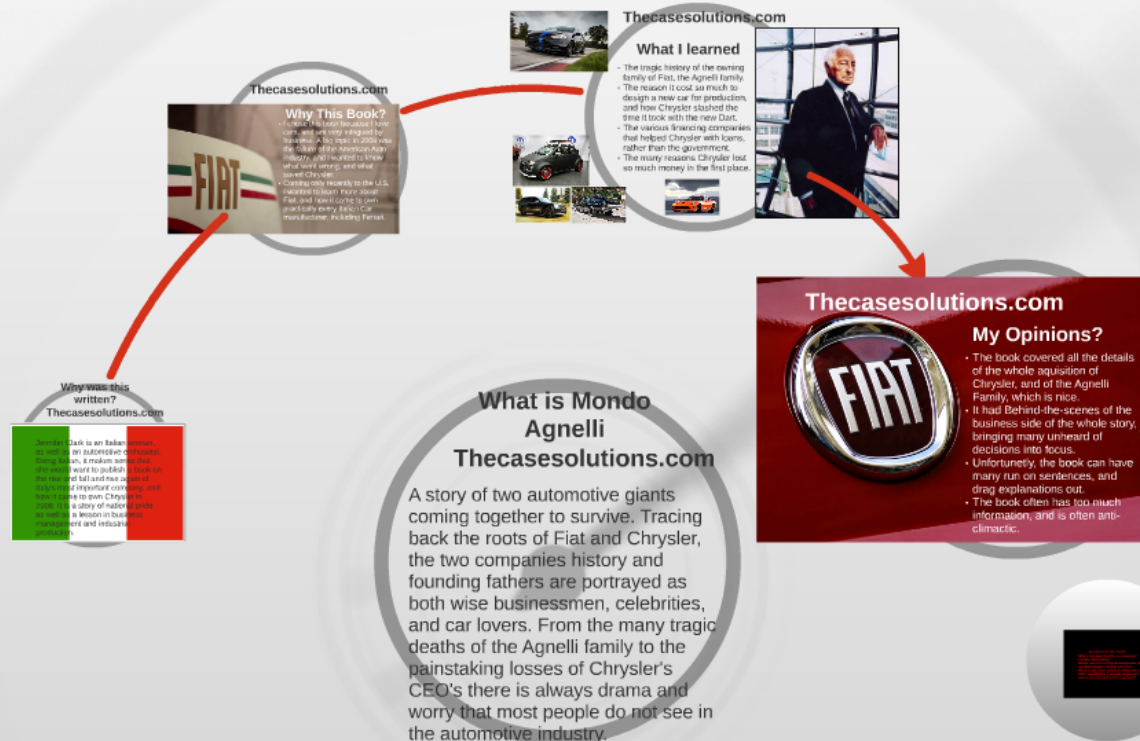




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The Agnellis and Fiat: Family Business Governance in a Crisis (A)

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MONDO AGNELLI



*FIAT, CHRYSLER and the
Power of a Dynasty*

JENNIFER CLARK

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What is Mondo Agnelli Thecasesolutions.com

A story of two automotive giants coming together to survive. Tracing back the roots of Fiat and Chrysler, the two companies history and founding fathers are portrayed as both wise businessmen, celebrities, and car lovers. From the many tragic deaths of the Agnelli family to the painstaking losses of Chrysler's CEO's there is always drama and worry that most people do not see in the automotive industry.

Why was this written? Thecasesolutions.com

Jennifer Clark is an Italian woman, as well as an automotive enthusiast. Being Italian, it makes sense that she would want to publish a book on the rise and fall and rise again of Italy's most important company, and how it came to own Chrysler in 2009. It is a story of national pride as well as a lesson in business management and industrial production.

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Why This Book?

- I chose this book because I love cars, and am very intrigued by business. A big topic in 2008 was the failure of the American Auto industry, and I wanted to know what went wrong, and what saved Chrysler.
- Coming only recently to the U.S, I wanted to learn more about Fiat, and how it came to own practically every Italian Car manufacturer, including Ferrari.

What I learned

- The tragic history of the owning family of Fiat, the Agnelli family.
- The reason it cost so much to design a new car for production, and how Chrysler slashed the time it took with the new Dart.
- The various financing companies that helped Chrysler with loans, rather than the government.
- The many reasons Chrysler lost so much money in the first place.





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My Opinions?

- The book covered all the details of the whole acquisition of Chrysler, and of the Agnelli Family, which is nice.
- It had Behind-the-scenes of the business side of the whole story, bringing many unheard of decisions into focus.
- Unfortunately, the book can have many run on sentences, and drag explanations out.
- The book often has too much information, and is often anti-climactic.



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