

Sergio Marchionne: The Man Who Saved Chrysler



Sergio Marchionne by Patrick Tyler

★★★★☆ 4.6 out of 5

- Language : English
- File size : 1093 KB
- Text-to-Speech : Enabled
- Screen Reader : Supported
- Enhanced typesetting : Enabled
- Word Wise : Enabled
- Print length : 577 pages

FREE

DOWNLOAD E-BOOK



Sergio Marchionne was a brilliant and charismatic businessman who saved Chrysler from bankruptcy. This book tells the story of his life and career, and provides a fascinating look inside the world of high-stakes corporate finance.

Marchionne was born in Italy in 1952. He studied law at the University of Parma, and then worked as a financial analyst for several investment banks. In 1999, he was hired as the CEO of Fiat, the Italian carmaker.

Fiat was in deep financial trouble at the time, and Marchionne quickly implemented a series of cost-cutting measures. He also sold off some of Fiat's non-core assets, and used the proceeds to invest in new car models.

In 2009, Chrysler filed for bankruptcy. Marchionne saw an opportunity to acquire the American carmaker, and he quickly negotiated a deal with the U.S. government. Fiat acquired Chrysler for \$1.2 billion, and Marchionne became the CEO of the new company, Fiat Chrysler Automobiles (FCA).

FCA was still facing many challenges, but Marchionne was determined to turn the company around. He invested heavily in new products, and he also worked to improve the company's efficiency.

Under Marchionne's leadership, FCA became one of the most profitable carmakers in the world. The company's stock price soared, and Marchionne was hailed as a savior.

Marchionne died in 2018, at the age of 66. He left behind a legacy of success, and he is remembered as one of the greatest CEOs in history.

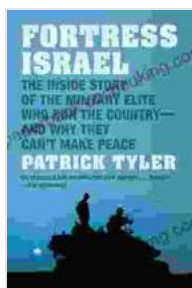
This book is a fascinating account of Marchionne's life and career. It is a must-read for anyone interested in business, finance, or the automotive industry.

Table of Contents

1. Early Life and Career
2. Fiat
3. Chrysler
4. FCA
5. Legacy

Author Biography

Patrick Tyler is a journalist and author who has written extensively about the automotive industry. He is the author of several books, including "The Big Three: The Battle for the American Auto Industry" and "The Last Car Man: The Story of Lee Iacocca."



Sergio Marchionne by Patrick Tyler

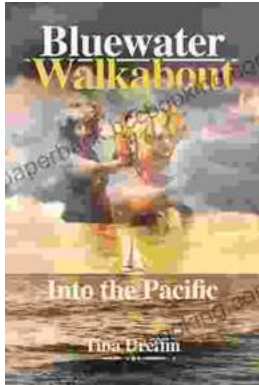
★★★★☆ 4.6 out of 5

Language	: English
File size	: 1093 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 577 pages

FREE

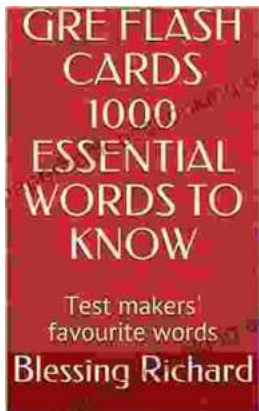
DOWNLOAD E-BOOK





Bluewater Walkabout: Into the Pacific

An Unforgettable Adventure Awaits Prepare to embark on an extraordinary journey that will transport you to the heart of the Pacific Ocean....



Unlock the Secrets of Standardized Test Success with Test Makers Favourite Words

Are you tired of struggling with standardized tests? Do you feel like you're always hitting a wall when it comes to the vocabulary section? If so, then you need Test Makers...