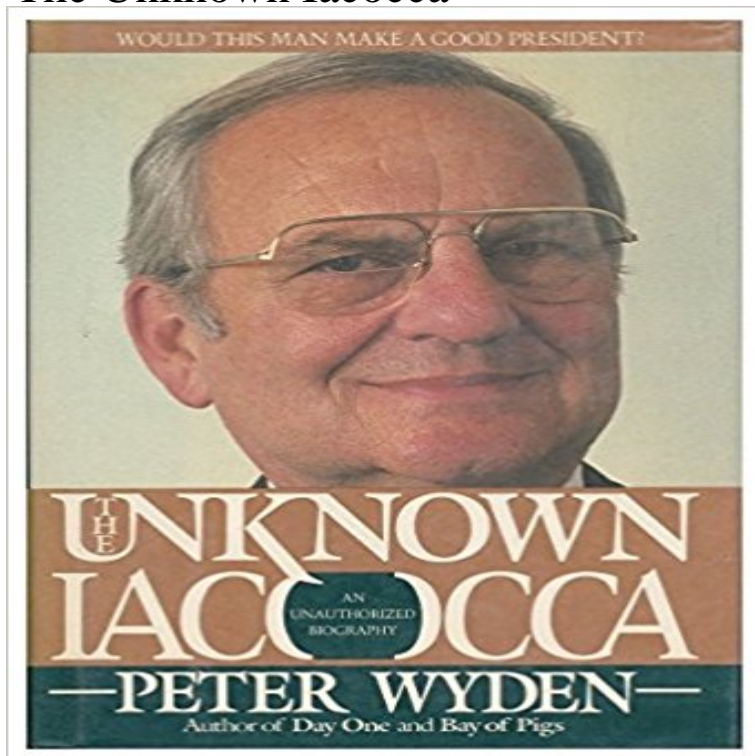


The Unknown Iacocca



This is a biography of Lee Iacocca, the charismatic American businessman who might still be drafted to run for President in 1988 or 1992. Taken from personal interviews with his lifelong friends, various published and unpublished reports, and the assessment of a specially formed team of leadership evaluators, this study traces his life, constantly comparing its findings with Iacocca's own version of events. Peter Wyden, an experienced journalist, seeks the answer to a number of questions about Iacocca's eventful life, both public and private, including his business relationship with Henry Ford II. Wyden asks Iacocca's friends what they really think of his infamous temper; his hypochondria and secret shyness; and his eight-month marriage to a former stewardess.

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