



The Ford Century: Ford Motor Company and the Innovations that Shaped the World

Russ Banham

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No technological achievement has altered our world more than the introduction of the automobile into every element of our society, and no single company has been more influential in that achievement than Ford Motor Company. For the past one hundred years, we have used automobiles for our livelihood, for travel and recreation, for delivery and transport—thanks, in large part, to the vision of Henry Ford and the three successive generations of Ford leaders that have furthered his legacy.

This hundredth anniversary book is a fascinating, highly visual look into the history of an American icon—a company with a household name that has been a part of the fabric of our nation's history. Ford's story is one of inventions, personalities, legendary vehicles, setbacks, and successes, all intertwined with the most challenging and innovative century in American history.

The Ford Century represents the visual history of the man, the machine, and the company that changed the world. From the automotive assembly line to the V-8 engine; from the affordable everyman's car to the creation of a network of national highways, from the Arsenal of Democracy in World War II to today's global economy—it's all here in the most compelling and comprehensive book on Henry Ford and the Ford legacy.

With more than five hundred full-color and archival images, an unflinching, thoroughly researched text, and many special features, this book spans a complete century of goings-on at this archetypal corporation. *The Ford Century* covers all of the well-known subjects—the Model T, Edsel Ford, the famed Rouge Complex—plus exciting unreleased vehicles, compelling interviews, and surprising insights that are possible only with the unparalleled access granted to the producers of this book.

Featuring a lively, personality-centered text and stunning images *The Ford Century* is a compelling read for car buffs, industry watchers, and connoisseurs of illustrated history alike.

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