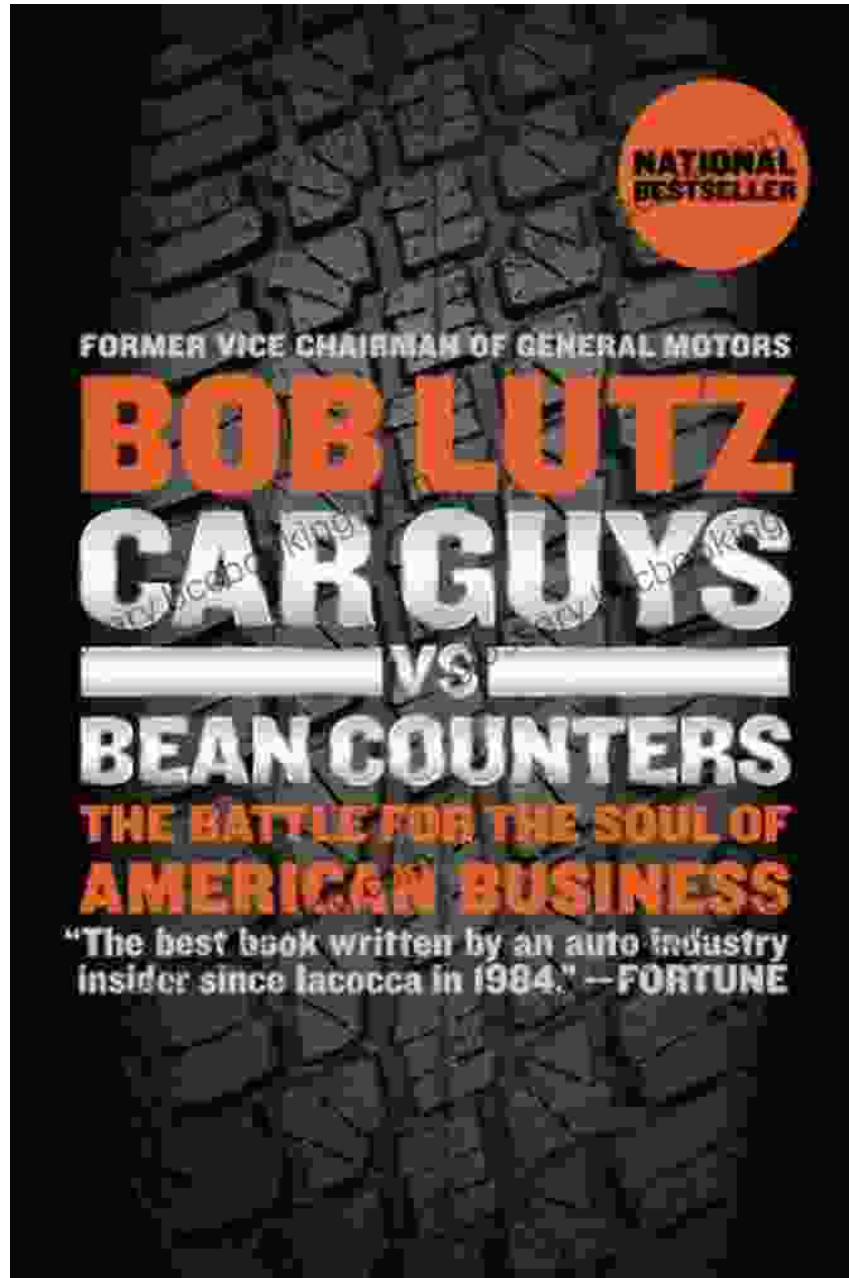


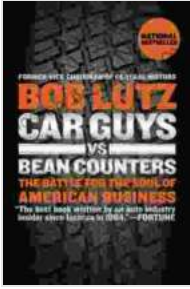
# Car Guys Vs. Bean Counters: The Battle for the Soul of the Automobile Industry



Car Guys vs. Bean Counters: The Battle for the Soul of  
**American Business** by Robert A. Lutz

★★★★☆ 4.4 out of 5

Language : English



File size	: 2615 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 265 pages



Car Guys vs. Bean Counters is a fascinating and revealing look at the battle for the soul of the automobile industry. Author William Knoedelseder tells the story of how the bean counters, with their focus on efficiency and profit, have slowly but surely taken over the industry from the car guys, who are passionate about cars and driving.

The book is full of fascinating characters and stories. One of the most memorable characters is Bob Lutz, a former General Motors executive who is known for his outspokenness and his love of cars. Lutz tells the story of how he fought to keep GM from becoming too focused on bean counting and how he eventually lost that battle.

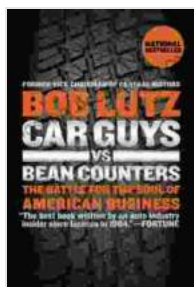
Another memorable character is Ferdinand Piech, the former CEO of Volkswagen. Piech was a brilliant engineer who was obsessed with cars. He led Volkswagen to become one of the most successful car companies in the world, but he also alienated many people with his arrogance and his ruthless tactics.

Knoedelseder tells the story of the car guys vs. bean counters battle with a great deal of insight and humor. He shows how the two sides have different values and how their conflict has shaped the automobile industry.

Car Guys vs. Bean Counters is a must-read for anyone who is interested in the automobile industry. It is a fascinating and revealing look at the battle for the soul of the industry, and it is full of fascinating characters and stories.

## About the Author

William Knoedelseder is an award-winning journalist and author. He has written for The New York Times, The Wall Street Journal, and The Atlantic. He is the author of several books, including Car Guys vs. Bean Counters and Driving to the Finish Line.



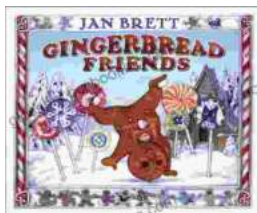
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