



Ford Heavy Duty Trucks The Next Generation, Louisville & AeroMax: The Story of the People and Process Involved in Developing and Bringing Two All-new Lines of Trucks to Market

Richard Stewart

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If anyone ever had a doubt about Ford Motor Company's commitment to the heavy truck business, this book should put that doubt to rest. It documents the steadfast effort directed at development two new lines of Class 7 and 8 vehicles that Ford hopes will set a new industry standard. To readers with an interest in transportation, this book shows the depth of experience in the product development team, and gives a hint of the value the new Ford AeroMax and Louisville promise to deliver. To those interested in business practices in general, it demonstrates how the customer's voice can be a galvanizing force for a team. From a human aspect, it shows the unflinching dedication to excellence of a group of exceptional men and women.

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