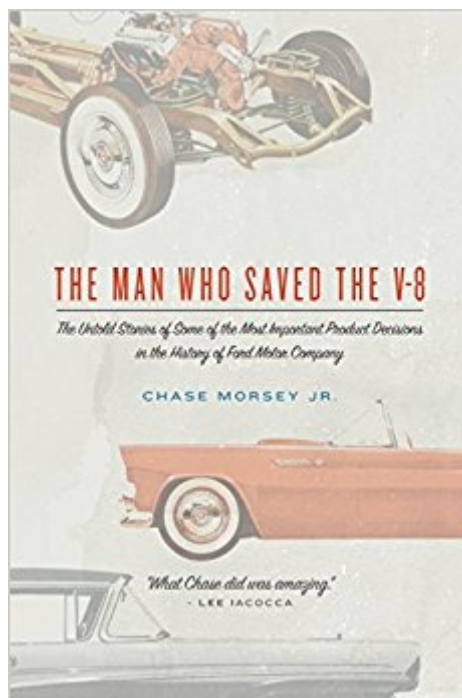


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# The Man Who Saved The V-8: The Untold Stories Of Some Of The Most Important Product Decisions In The History Of Ford Motor Company



## Synopsis

When Chase Morsey Jr. joins Ford Motor Co. in 1948, he has no idea the part he'll play in automotive history. Morsey's arrival comes as Henry Ford II and other titans in the industry are about to kill the vaunted V-8 engine. He sees it as his sole mission to talk them out of it. In *The Man Who Saved the V-8*, he shares the never-before-told story of how his crusade saved the engine that would go on to power iconic cars like the Ford Thunderbird and Mustang. "To this day, I have no idea how a young, newly hired manager like myself...had the nerve to challenge the most powerful men inside Ford Motor Company and tell them they were wrong," Morsey says. "But that is exactly what I did." The twenty-nine-year-old executive embarks on massive market research. He works with manufacturing experts to find ways to produce the V-8 engine more efficiently. After finding success, he goes on to continue playing a central role in some of the most pivotal decisions that would ensure Ford remains one of the powerhouses in the automotive industry. *The Man Who Saved the V-8* tells the story of his successes and lessons learned.

## Book Information

Paperback: 156 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (January 11, 2014)

Language: English

ISBN-10: 1492357332

ISBN-13: 978-1492357339

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (68 customer reviews)

Best Sellers Rank: #545,766 in Books (See Top 100 in Books) #179 in [Books > Business & Money > Processes & Infrastructure > Infrastructure](#) #349 in [Books > Engineering & Transportation > Automotive > History](#) #1377 in [Books > Engineering & Transportation > Transportation > History](#)

## Customer Reviews

Let me start by saying that I am not a auto enthusiast, nor do I know the slightest thing about the American automotive industry. When I picked up this book, I did not expect to be blown away like I was and I was completely unable to put it down! The impact that Chase Morsey had on the American automotive industry, American history and American present life is utterly profound. So many things that we take for granted in industry today are because of Chase Morsey's innovative

and creative genius. Through sheer brilliance, courage, and the ability to think outside the box, Chase Morsey accomplished more in his career with Ford and indeed in his entire life than most people could do with ten lifetimes! His story reads like a movie, with each page flowing to the next. It is remarkable the anecdotes that Mr. Morsey remembers, and it is fascinating to re-live history through the events of his life, which along with his Ford career includes serving in WWII and working at IBM when it was in the beginning states. We can all learn from his experience, no matter what industry you are in. Indeed, Chase Morsey's book inspired me in my own ambitions, to be creative and courageous and to fight passionately for what I believe in. This is a MUST-READ!!!

Very interesting read: quick, short, not too many details or names. But it gives a very good flavor for how the modern car business developed after WW2: marketing, advertising agencies, consumer research, cross departmental cooperation. And as the author points out, somehow all these lessons were forgotten in the '70's and '80's. The story of eliminating the V-8 for the 1952 model design was brand new to me. It shows what could happen if only financial people are making decisions. And it shows how one real car guy influenced the Board Room.

This is the best business book I have read in a long time -- a slice of American Industrial history -- describing a period when American manufacturing ruled the world. The author was a pioneer in marketing techniques that are now commonplace for businesses around the world. It's an incredible and rare look inside the auto industry, a true story that is impossible to put down.

This is a straightforward presentation of the author's 14 year career at Ford from 1949-64. It is a short, enjoyable read that gives an insider's perspective on many of the company's projects during that period. Fortunately the author did not feel the need to increase the size of the book and impress his readers by eloquently laying out his management philosophy, offering his opinions on a wide range of topics he knows little about, or listing his 10 rules for success in business. The author may not qualify as an original Ford Whiz Kid but he worked with them in World War II and was invited to join them at Ford shortly after the war. His career at Ford was longer and more productive than several of the original Whiz Kids.

This is a story I'd never heard before. Yikes! Imagine my '56 Ford with a lousy six-banger. Burn-outs would definitely have been underwhelming. No cool factor whatsoever. I shudder at the thought. There are more previously unknown to me tales of this remarkable man's career at the

Ford Motor Company, and even though heâ€™s telling the stories, I totally buy into them, and my hatâ€™s off to him.

There is no question, this is a five star read! What a marvelous little book that tells a simple story about having the courage of ones own convictions. Chase Morseley did save the Ford Motor Company, Oh, yes others were involved, but his insightful impulse to stick to what he knew was the truth, and his determination to explain to the companies leaders what he believed, gave them the facts that saved the day. It is a quick read and a truly American tale. I loved it. Dr Neil Stewart McLeod

Interesting insights onto the history of Ford Motor Company from the 1940's on. The author proudly recounts his surprising role in convincing the mighty powers of Ford to not drop the V8 engines that had served them well in previous decades. I found it to be an enjoyable read about a remarkable individual in the exciting post-war years at Ford. Not knowing the full story myself it did sound a bit like my uncle telling us all how he defeated Germany in that same war. But in the absence of a conflicting perspective, I'll go with this one.

I can see why Chase Morseley Jr. wanted to write a book about his fifteen years at Ford. He accomplished so much at such a young age through innovative ideas and strong convictions. It took a lot of courage to present his views to senior executives when he was so new to the company.

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