

# **Going For Broke: Lee Iacocca's Battle To Save Chrysler**

**By Michael Moritz**

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Oct 28, 2009 Lee Iacocca had this around 1981 or 82 called Going For Broke, the Chrysler Story. I believe the authors were Barret Seaman and Michael Moritz,

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Michael Moritz Author Profile: Biography, Books and Appearance Information \* \* \* \* Michael Moritz Links. Wikipedia. Michael Moritz @Twitter

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exactly how did Iacocca save Chrysler given the Michael D. Fox, Lee Iacocca: Michael Moritz and Barrett Seaman, Going for Broke: Lee Iacocca s

**Bibliography - JSTOR -**

Iacocca, Lee, and William Novak Maynard, Micheline. Collision Course: Inside the Battle for Moritz, Michael, and Barrett Seaman. Going for Broke: The Chrysler

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