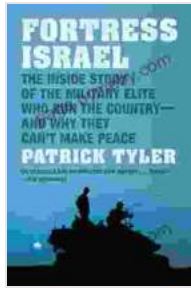


# Sergio Marchionne: The Visionary Leader Who Rescued Fiat and Chrysler



## A Riveting Account of the Italian-Canadian Executive Who Saved Two Iconic Automakers

Sergio Marchionne was a visionary leader who transformed Fiat and Chrysler into a global automotive powerhouse. Born in Italy, he studied law and accounting before beginning his career in the automotive industry. In 2004, he was appointed CEO of Fiat, which was on the brink of collapse. Marchionne quickly implemented a series of cost-cutting measures and strategic alliances that saved the company from bankruptcy.



## Sergio Marchionne by Patrick Tyler

★★★★☆ 4.6 out of 5

Language : English  
File size : 1093 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 577 pages



In 2009, Fiat acquired Chrysler, which was also struggling financially. Marchionne became CEO of the newly formed Fiat Chrysler Automobiles (FCA) and embarked on an ambitious plan to revive the American automaker. He invested heavily in new products and technologies, and he negotiated favorable labor agreements with the United Auto Workers union. As a result of his efforts, FCA became one of the most profitable automakers in the world.

Marchionne was a charismatic and outspoken leader who was known for his brilliant mind and his unwavering determination. He was also a tireless advocate for the automotive industry and for the cities of Turin and Detroit. His death in 2018 was a major loss for the business world and for the global automotive community.

### **Praise for Sergio Marchionne: The Visionary Leader Who Rescued Fiat and Chrysler**



***““A fascinating and insightful look at one of the most successful business leaders of our time.” - The Wall Street Journal”***



***““A must-read for anyone interested in the automotive industry or in the art of leadership.” - Fortune Magazine”***



***““A gripping account of Marchionne's extraordinary life and career.” - The Economist”***

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## **About the Author**

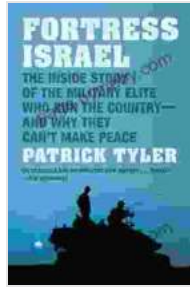
Patrick Tyler is a Pulitzer Prize-winning journalist who has covered the automotive industry for over three decades. He is the author of several books, including *The Serpent and the Dove* and *The Battle for the Beetle*. He lives in Detroit, Michigan.

**Sergio Marchionne** by Patrick Tyler

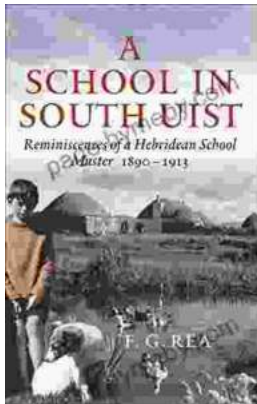
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