



Sergio l'americano (Castelvechi RX) (Italian Edition)

Serena Di Ronza, Liliana Faccioli Pintozzi

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Sergio l'americano (Castelvecchi RX) (Italian Edition) Serena Di Ronza, Liliana Faccioli Pintozzi "Fiat è il partner adatto per Chrysler". È l'aprile del 2009 quando Barack Obama - da poco arrivato alla Casa Bianca - benedice l'ipotesi di un accordo tra il Lingotto e la più piccola fra le sorelle di Detroit. Alle spalle ci sono mesi difficili per l'industria dell'auto made in Usa: la crisi ha colpito duramente, fallimenti e salvataggi sono le due facce della stessa medaglia. Detroit è sempre più vuota, una città che - dopo essere stata per decenni il simbolo dell'industria a stelle e strisce - è sull'orlo del collasso economico. Si decide allora di scommettere sull'Italia, o meglio, su Sergio Marchionne. Il Presidente degli Stati Uniti crede nel manager italo-canadese e come lui ci credono i lavoratori, il potente sindacato Uaw, la stampa e, dunque, l'opinione pubblica: l'amministratore delegato della Fiat inizia a conquistare l'America. In questo libro le corrispondenti da New York di Sky Tg24 e Ansa - Liliana Faccioli Pintozzi e Serena di Ronza - raccontano com'è visto dagli Usa "l'uomo del miracolo", il simbolo del successo e della ripresa. Un testo originale, uno spaccato dell'America contemporanea in cui si analizza anche la policy industriale alla base dell'acquisizione di Chrysler da parte di Fiat; il presente e il futuro dell'automobile di Torino e il raffronto con la situazione italiana in cui la figura dell'Ad è oggetto di attacchi e contestazioni.

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