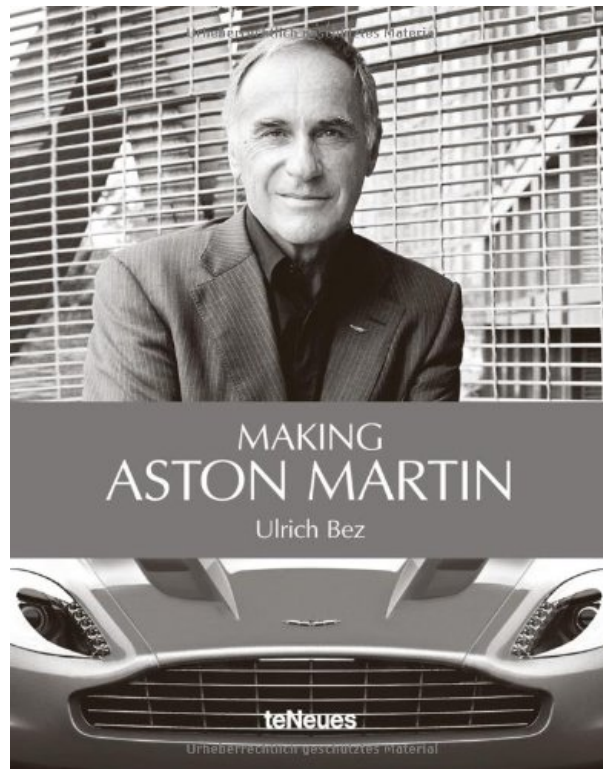
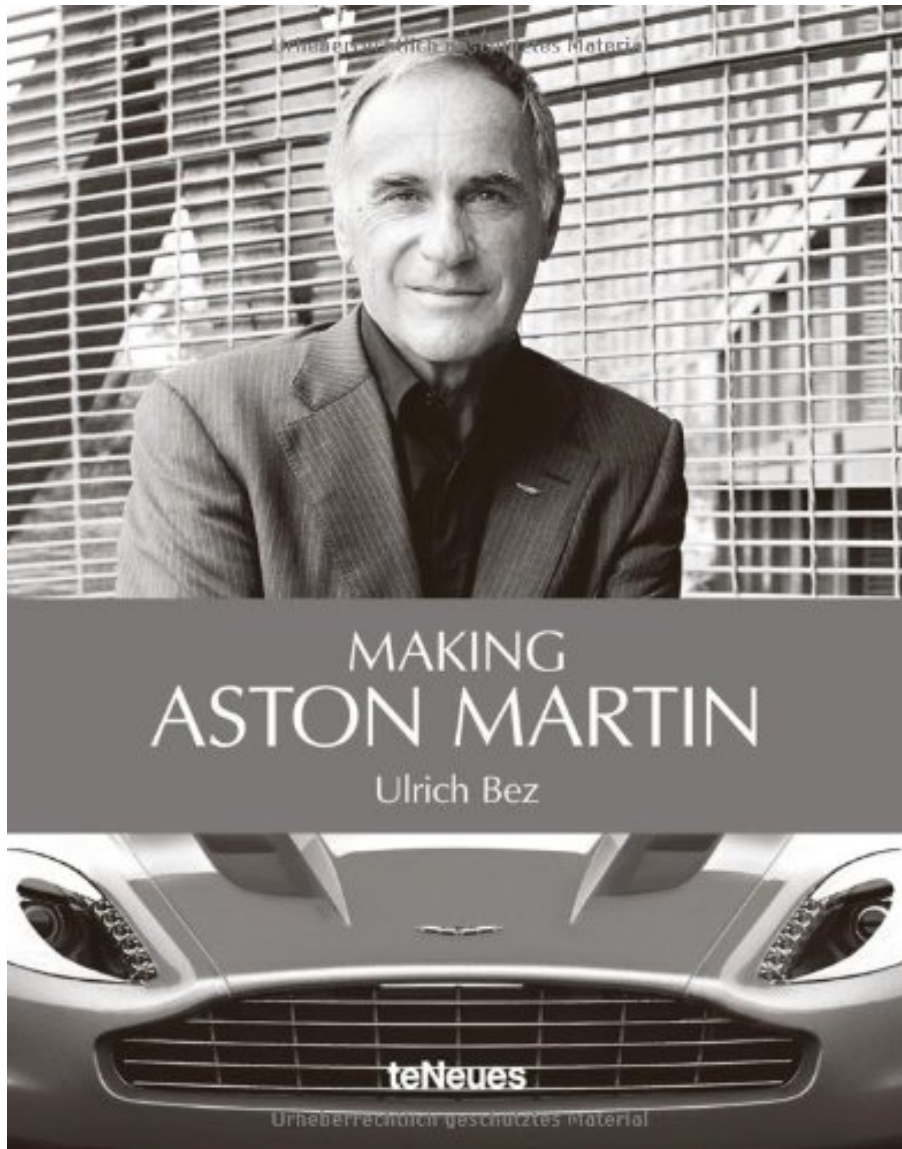


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During his ten year stint at the helm of Aston Martin Motorcars, CEO Fr. Ulrich Bez turned a niche British car maker into a profitable global enterprise. Not your average corporate memoir, this is a unique and lavishly illustrated blend of business case and personal memoir. The plot plummets forward like a thriller -- all the insider details and no business platitudes. We're drawn into the drama with Dr. Bez as he sleeplessly awaits Bill Ford's verdict on whether or not to buy out the Aston Marton brand. We have front row seats to the intense challenges of running an exclusive car manufacturer and enjoy the privilege of witnessing the means by which a global luxury brand is developed. A car enthusiast and visionary engineer, Bez shares his thoughts on the future of the automobile -- and his plans for Aston Martin in the coming years.

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- Binding: Hardcover
- 408 pages

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Fantastic book!

By Kaj

As an Aston owner and a lover of the marque I have been eagerly awaiting this book for a long time, ever since it was first announced. I was lucky enough to pick up an autographed copy at the dealership in Austin when Dr. Bez was visiting and it has been worth the wait. Dr. Bez explains his own background, his tenure at the helm of Aston and his own views on the present and future of Aston in a manner that is all at once purposeful and efficient, while simultaneously being introspective and artistic. In such a way, this book very much embodies what the modern day Aston Martin cars are all about.

Aside from the narrative, the pictures in this book are beautiful, the pages have a weight to them that makes you appreciate the simple act of turning each one, and it very much feels like both a work of literature and a work of art. This book is truly a must have for any Aston owner or fan of the marque today. Here's hoping Dr. Bez stays at Aston well beyond 2015!!!

2 of 2 people found the following review helpful.

Great gift for Aston Martin lovers

By Cynthia Miller

I ordered this book as a gift for my husband and he loves it! As a longtime fan of the brand and someone who already was familiar with the cars, he is really enjoying reading about the history of the company and

the influence of Ulrich Bez. With lots of photographs of the cars themselves, I would recommend this book to any Aston Martin lover.

1 of 1 people found the following review helpful.

Amazing book

By Gregory Piro

I rarely write reviews but in this case I have to say this is the best book on Aston Martin.

The book is huge with great insights into the working of Aston Martin and great pictures too.

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