

fordlandia the rise and fall of henry ford s forgotten - *fordlandia the rise and fall of henry ford s forgotten jungle city greg grandin on amazon com free shipping on qualifying offers the stunning never before told story of the quixotic attempt to recreate small town america in the heart of the amazon in 1927, fordlandia the rise and fall of henry ford s forgotten - greg grandin s fordlandia the rise and fall of henry ford s forgotten jungle city is an academic look at the sociological history of henry ford s industrial empire particularly during its waning decades 1928 1948 with particular emphasis on its failed efforts to develop a commercially viable rubber plantation american village in the brazilian amazon, fordlandia the rise and fall of henry ford s forgotten - fordlandia the rise and fall of henry ford s forgotten jungle city provides an in depth look at one of america s great men it chronicles his successes and in this case failures it s not in a man s successes that help you really see the true character of a person it s in the failures the trials struggles and how you persevere, fordlandia the rise and fall of henry ford s forgotten - henry ford never did things by halves when he built a factory it was a temple of industry such as the mammoth plant at river rouge when he wanted a stable workforce he paid five dollars a day a sum that in 1914 seemed to his fellow capitalists irresponsibly generous he employed company spies to check up on his workers making sure that they abstained from liquor and, fordlandia the rise and fall of henry ford s forgotten - fordlandia the rise and fall of henry ford s forgotten jungle city by greg grandin book review he preached the benefits of healthy living he was a proponent of soy oatmeal brown rice whole grain breads and prohibition but the work required in his factories could be mentally and physically grueling, book review fordlandia the rise and fall of henry ford - book review during its brief heyday fordlandia boasted red fire hydrants on neat streets running water a sawmill a water tower and weekly square dancing but the intransigence of the jungle changes in the world economy and war ensured its ignominious demise the ford motor company invested 20 million in fordlandia*

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