

Ford and The American Dream by 20-Year Ford Veteran Clifton Lambreth: Risks It All To Save the Ford Motor Company and the American Dream

With the potential threat of bankruptcy facing the Ford Motor Company today, Clifton Lambreth, a 20-year Ford veteran, has launched a book to bring to light decisions that have brought the company

For Immediate Release

BRENTWOOD, Tenn./EWORLDWIRE/May 21, 2007 --- Clifton Lambreth, a 20-year Ford veteran, has launched a book to bring to light decisions that have brought the company and the automobile industry to where it is today. Lambreth's FORD and the American Dream - Founded on Right Decisions, offers an insightful perspective of what has transpired during his tenure.

"Upon researching and writing this book, I and my writing team discovered that most of the lessons we have to learn from Ford are universally applicable to other companies as well as those in the automobile industry," said Lambreth. "The devastating problems facing the Ford Motor Company and the automobile sector today have been layering throughout years - lack of leadership, bad deals and alliances, diversity programs gone wild, a misguided compensation system, and many other ailments. We tried to be accurate and truthful. There are many landmines to avoid so other companies don't find themselves in the same predicament the Ford Motor Company is in today."

"As I thought about this book, I began to wonder what it would be like if Henry Ford were alive today," continued Lambreth. "I realized that there were vast discrepancies in the direction Ford has gone and the direction Henry Ford intended. I believe, without a doubt, that many of the problems the company and the automobile industry are facing can be attributed to this loss of Henry Ford's vision."

Author of the book that is taking the auto industry by storm, Lambreth observed, "This is a representation of the American Dream slipping away right in front of our eyes. What would we change about the way we do business in the auto industry to save it? Our book is an example of the transparency urgently needed in the auto world."

"Some of the threats facing Ford today have the potential to destroy the livelihoods of tens of thousands of employees, partners and dealers around the globe," remarked Lambreth. "Something must be done to change the company's direction. What is happening at Ford is a representation of the American Dream eroding daily. There is always risk in dealing with difficult issues, but, if in the end, I have been able to in some small way save this American icon; then I have done the right thing. This book provides a blue print for dealing with difficult and sensitive issues that could help return Ford to the greatness and financial success it once enjoyed."

FORD and the American Dream - "Founded on Right Decisions, is slated for release May 30, 2007, and it is published by Daniel Bradley, Inc. and distributed by Executive Books*. For more information, visit the Web sites www.ExecutiveBooks.com and 'www.thefordbook.com'.
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