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# The Last American CEO

*Jason Vines, Joe Cappy*

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**The Last American CEO** Jason Vines, Joe Cappy
Sex, lies, conflicts of interest, international intrigue, and a double-cross of thousands of union employees in the heart of America. Add to that three major company's futures on the line and an assassination by anarchist terrorists in Paris of one of the company's chairman, in front of his screaming daughter, that almost killed a deal to save at least two of the companies. Hollywood? No. This was real. The Last American CEO is the ultimate insider's view of one of the biggest global business deals in history: Chrysler's 1987 purchase of American Motors Corporation (AMC) from French automaker Renault. Relevant today? Yes. The jewel of the acquisition was Chrysler acquiring the Jeep brand, which almost single-handily saved Chrysler from near-bankruptcy in the early 1990s and certainly allowed Chrysler to survive a real bankruptcy in 2009. Joe Cappy was the last CEO of AMC and Jason Vines became his young PR guy and went on to become the PR chief for Nissan, Ford, and Chrysler, all during times of turmoil.

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