



# Taken for a Ride: Cars, Crisis, And A Company Once Called

*Bill Vlasic, Bradley A. Stertz*

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Here is the book that exposed the Daimler-Chrysler "merger of equals" as a bold German takeover of an industrial icon. *Taken for a Ride* reveals the shock waves felt around the world when Daimler-Benz bought Chrysler for \$36 billion in 1998. In a gripping narrative, Bill Vlasic and Bradley A. Stertz go behind the scenes of the defining corporate drama of the decade -- and in a new epilogue chart its chaotic aftermath.



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