



Getting the Bugs Out: The Rise, Fall, and Comeback of Volkswagen in America

David Kiley

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This is the informative story of the rise, fall, and re-birth of Volkswagen - both the company and the car. An auto industry expert and experienced journalist explains how VW lost its focus for decades and then regained it through a better understanding of its core market, savvy marketing, advertising, and solid manufacturing and design. The book also captures the affection of people who love the advertisements, the cars, and the spirit of the company, with great inserts.



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