
Enzo Ferrari Power Politics And The Making Of An

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2023-04-29

EDWARD DULCE

Dino Yellow Jersey Press

In *Burning Rubber*, Charles Jennings tells the fast and furious tale of motor sport's premier competition, from its earliest roots in the suicidal road races of the Edwardian age to the brave new world of Hamilton, Button, Alonso and Vettel in the 2000s. In a narrative bristling with anecdote and incident, he explores the lost world of the 1950s racetrack, the rise of British constructors in the 1960s, the impact of technological changes from the late 1970s, the advent of the high-profile team boss in the 1980s and

the revolution wrought on Formula One by computers in the 1990s. Throughout, sparkling and incisive profiles shed revelatory light on the drivers who have risked life and limb: the brilliant but inscrutable Juan Manuel Fangio, the ebullient Stirling Moss, the champagne-gargling James Hunt, the cerebral Alain Prost and mercurial Ayrton Senna, the adenoidal Nigel Mansell, the metronomic Michael Schumacher, the precocious Lewis Hamilton and the reborn Jenson Button. *Burning Rubber* takes the reader on a white-knuckle drive through the bends, straights, chicanes and pit stops of Formula One's checkered history.

Enzo Ferrari Doubleday Books

A complete history of single seater

Ferraris from the Tipo 125 V12s of the 1940s to the latest Tipo 643s.

Ferrari Motorbooks

In 1958 Enzo Ferrari revolutionized sports-car racing with the unveiling of the pontoon-bodied V-12 Testa Rossa. The car's 3-liter engine featured red cam covers-thus the name *testa rossa*, which is Italian for "red head." The new Ferrari quickly made its presence known, winning the 1958 World Championship and following that with three consecutive titles in 1960 to 1962. Ferrari Testa Rossa V-12 is a highly detailed, living tribute to these exciting and beautiful cars. In addition to chassis-by-chassis specifications, the book provides detailed race results and is peppered with fascinating anecdotes from the people who were there, making

history. Outstanding photos of the famous car in action complete this comprehensive work.

Ferrari Testa Rossa V-12 Motorbooks International

For tens of millions of people around the world, a single name evokes the world of speed - Enzo Ferrari. Today's Formula One would be unthinkable without the presence of the Ferrari cars on the grid. Win or lose, Ferrari attract more fans than all the other teams combined. And the cars unique appeal - their mystique, their myth - has its origins in the story of one man with a dictator's will and the cunning of a Machiavelli. Going back to the origins of "The Old Man", tracing his remarkable rise to prominence, and using sources which have hitherto remained silent, Richard Williams tells

the story of a man who was one of the key figures of sport in the twentieth century, and whose influence over his sport is undiminished today, more than a decade after his death.

The Piranha Club CFW

Luigi Chinetti's association with Ferrari, and the origins, formation and racing history of NART (North American Racing Team). A complex organisation, inextricably linked to Luigi Chinetti Motors Inc, NART enjoyed success on the race tracks of the US and Europe for three decades – as well as financial difficulties and arguments with organisers – to rightly become a legend.

Enzo Ferrari HarperCollins

The inspiration for the major motion picture Ferrari directed by Michael Mann and starring Adam Driver, Penelope Cruz

and Shailene Woodley, hailed by Variety as “Grand Prix fused with The Godfather” The sweeping biography of the enigmatic racer and sports car mogul who built the Ferrari brand, now featuring a new foreword, epilogue, and photo insert Genius? Tyrant? Power broker? Enzo Ferrari is the impressively researched, fully detailed biography of one of the most powerful men of the twentieth century. Brock Yates penetrated Ferrari's inner circle and reveals everything, from his early days in the town of Modena to his bizarre relationship with his illegitimate son; from his fanatic passion for speed to his brilliant marketing of the famous Ferrari image; from his manipulative but enormously effective management tactics to his own frustrated dreams.

Fast, fun, and scandalous, Enzo Ferrari more than lives up to its remarkable subject.

Ferrari Formula 1 Car by Car

Bridgehampton Publishing Limited

No other cars embody automotive passion better than those produced by Ferrari. From the record-setting Formula One race cars produced by Scuderia Ferrari to the exquisite road cars created in Maranello, Italy, Ferrari has produced some of the most sensuous vehicles ever created. Exquisitely illustrated, *Ferrari: Stories from Those Who Lived the Legend* tells the complete story of a car like no other. Sixty years after Ferrari blazed onto the scene, this big book takes us back to the world where the car was created. Master photographer and automotive writer John Lamm tells the

Ferrari story through the words of the people who made the history. In extensive interviews with those who lived the story of Ferrari, from its founding days right up to our own, Lamm gives us a thrilling, behind-the-scenes look at how automotive history was made. Virtually an oral history of the world's most iconic sports car, *Ferrari: Stories from Those Who Lived the Legend* is also a treasury of historic and detailed modern images--what any reader lucky enough to open it up might expect--a hell of a ride. Chapters include: The 1940s Ferrari in the 1940s The 1950s Production Cars Robert M. Lee's First Ferrari Antonio Chini Chris Cord on the 410 Superfast Sergio Pininfarina Sports Racing Cars Gino Munaron on the 750 Monza Chris Cord on the 121 LM

Louis Klemantaski Grand Prix The 1960s
 Production Cars Sports Racing Cars Paul
 Frere on Ferrari's Conservative Nature
 Sergio Scaglietti on the 250 GTO Carroll
 Shelby on the Ferrari-Ford Wars John
 Surtees MBE and the 250 P Eddie Smith
 and the NART Spider Steven J. Earle
 Grand Prix Phil Hill and the 1961 Grand
 Prix Season John Surtees MBE on Leaving
 Ferrari The 1970s Production Cars John
 Morton Ralph Lauren on Ferraris Grand
 Touring and Sports Racing Cars Sam
 Posey and the 512M Brian Redman
 Grand Prix Mario Andretti Brenda Vernor
 The 1980s Production Cars Dario
 Franchitti and the F 40 Sam Posey &
 John Morton on Luigi Chinetti Grand Prix
 Mauro Forghieri on Gilles Villeneuve The
 1990s Production Cars Sports Racing
 Cars Phil Hill's Obituary for Luigi Chinetti

Grand Prix Luca Cordero di Montezemolo
 The 2000s Production Cars Richard
 Losee and the Enzo 612 Scaglietti in
 China Roberto Vaglietti Patrick Hong on
 Testing Ferraris Frank Stephenson and
 the Pininfarina Show Cars Grand Prix
 Luca Cordero di Montezemolo

Ferrari. Ediz. Inglese Houghton Mifflin
 Harcourt

Ferraris are dreams come true for lovers
 of four-wheeled vehicles, and veritable
 cult objects for appassionati and
 collectors from around the world. This
 book takes an all encompassing look at
 these symbols of Italian excellence.
Mondo Agnelli HF Ullmann Editions
 What is innovation? The dictionary
 defines it as "renewal through the use of
 new processes and technologies." In
 advertising, everything is an innovation.

But what is truly innovative? Since 1930, the Pininfarina design firm of Turin, Italy, has been answering that question. This is where the Cistalia 202 was developed, the first vehicle to be added to MoMA's permanent collection. The list goes on: the interior of the new stadium for Juventus Turin, the Nash Healey Spider seen in Billy Wilder's *Sabrina*, and the legendary Ferrari Dino 246 and Ferrari Testarossa. However, Pininfarina is not resting on its laurels, but blasting full speed ahead into the future with an expanded portfolio while honoring its heritage. Whether it's a solution for sustainable mobility, interior designs, or household gadgets, all Pininfarina projects bear an unmistakable signature. To visually celebrate the history and influence of Pininfarina, there is no one

better suited than a man who has made his own unmistakable mark on automotive photography. Gunther Raupp has spent 30 years photographing cars for Ferrari's official calendars, which enjoy a cult following among the experts. He has two successful books with teNeues, the most recent being *The Ferrari Book*. As a star photographer and connoisseur of industrial design, Raupp showcases a company that embodies true italianita.

Burning Rubber Veloce Publishing Ltd
For 70 years, Ferrari has produced automotive works of art to fire the imaginations of car lovers worldwide. A stellar combination of beauty, performance, racing success, exclusivity and Italian flair have combined to make Ferrari the world's most iconic carmaker.

All these traits coalesce in the form of Ferrari's road cars. From the 125S in 1947, to the versatile 340 in the 1950s, to the stunning 250s and 275s of the 1960s, to the Daytona, to the shocking F40, to the modern era's outrageous hypercars the Enzo and LaFerrari, no other sports car manufacturer has so consistently set the bar for style and performance. It's a near unbroken 70-year run of hits. Ferrari 70 Years lifts the hood on Ferrari's sports car history beginning in 1947, but also touches on Enzo Ferrari's early career with Alfa-Romeo before he launched his iconic company. Author Dennis Adler offers Ferrari owners and fans an engaging and comprehensive history of Maranello's extensive sports car range. Adler's detailed text is accompanied by his

gorgeous photography and supplemented by fascinating images from Ferrari's historic archive. There is simply no better way to celebrate Ferrari's fantastic history.

Enzo Ferrari Penguin Group

The fascinating story of a century-old automobile dynasty Fiat is one of the world's largest automakers, but when it made headlines by grabbing control of a bankrupt Chrysler in 2009 it was unknown in the U.S. Fiat's against-all-odds swoop on Chrysler---masterminded by Sergio Marchionne, the Houdini-like manager who saved Fiat from its own near-collapse in 2005 - has made the automaker one of the most unlikely winners of the financial crisis. Mondo Agnelli is a new book that looks at the chain of unpredictable events triggered

by the death of Gianni Agnelli in 2003. Gianni, the charismatic, silver-haired power broker and style icon, was the patriarch who had lead the company founded by his grandfather in 1899. But Gianni's own son had committed suicide. Without a mature heir, the dynasty and Fiat were rudderless. Backed by Gianni's closest advisors, his serious, shy, and determined grandson John plucked Marchionne from obscurity. Together, they saved the family company and, inadvertently, positioned Fiat as a global trailblazer when the global storm hit. A classic story of ingenuity and hard work, the book portrays a business dynasty that triumphed over adversity and family tragedy because of its own smarts, sweat, and ability to bend the rules A an engaging tale for those interested in the

stories behind the economic crash, the book contains never-before reported material about how Fiat succeeded in making Chrysler profitable where both Daimler AG and Cerberus, its previous owners, had failed. A story for a wide audience, from car buffs, business readers, lovers of Italy, and anyone fascinated by the lifestyle of Europe's most glamorous industrial dynasty, this book tells the tale of how Fiat achieved the seemingly impossible -- turning around an American automotive icon everyone else had given up for dead. Enzo Ferrari White Star Publishers When Ferrari of Los Gatos opened, few people could afford an expensive sports car. In 1976, the average annual income was \$12,686, and a new home cost about \$48,000. Motorists in California

could only buy gas on odd or even-numbered days based on the last digit of their license plate, due to the global oil crisis. Times were tough, and people were hesitant to take chances, especially with a car that cost more than a house. At the same time, Brian Burnett and his friend Richard Rivoir had the idea of starting a Ferrari dealership. *The Dealer* is the story of how one dealership, Ferrari of Los Gatos, fueled the rise of the iconic Italian sports car in the U.S. market on its way to becoming the number one Ferrari dealer in North America. Even Enzo Ferrari himself took notice, flying Brian and the other dealers to Italy to show his appreciation for their success. Customers included movie stars, sports celebrities, entertainers, and some with unusual sources of

income and a strong desire for a low profile. Along the way, Burnett made friends, enemies, and millions of dollars, only to lose everything in the blink of an eye. Author Jim Ciardella shows readers a part of Ferrari that no one has even seen, with behind-the-scenes stories as told to him by Richard Rivoir and Brian Burnett, their customers and employees, and other North American dealers who all rode high and eventually burned out on selling fast cars.

The Limit Motorbooks International
There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise

language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his

successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last
BMW Motorbooks International
NEW YORK TIMES BESTSELLER For the

first time, Curtis “50 Cent” Jackson opens up about his amazing comeback—from tragic personal loss to thriving businessman and cable’s highest-paid executive—in this unique self-help guide, his first since his blockbuster New York Times bestseller *The 50th Law*. In his early twenties Curtis Jackson, known as 50 Cent rose to the heights of fame and power in the cutthroat music business. A decade ago the multi-platinum selling rap artist decided to pivot. His ability to adapt to change was demonstrated when he became the executive producer and star of *Power*, a high-octane, gripping crime drama centered around a drug kingpin’s family. The series quickly became “appointment” television, leading to Jackson inking a four-year, \$150 million

contract with the Starz network—the most lucrative deal in premium cable history. Now, in his most personal book, Jackson shakes up the self-help category with his unique, cutting-edge lessons and hard-earned advice on embracing change. Where *The 50th Law* tells readers “fear nothing and you shall succeed,” *Hustle Harder, Hustle Smarter* builds on this message, combining it with Jackson’s street smarts and hard-learned corporate savvy to help readers successfully achieve their own comeback—and to learn to flow with the changes that disrupt their own lives. *The Story of Ferrari* Random House This book invites for a fascinating tour of BMW's unique car style. *California Burning* Cassell "Enzo Ferrari's Secret War" is a true

account of Ferrari's personal double-game, keeping the Nazis guessing during World War Two, and his undercover secret missions at that time. The book is about history, mystery, at least two brutal murders, a wartime romance and the desirable high-performance automobiles from Italy. The link is Enzo Ferrari's determination and skills, his tenacity and his high risk role-playing under pressure. Ferrari's dangerous secret role was a gamble which enabled his company to grow and, after the war ended, make global automotive and motorsport history. This book will change perceptions of the Ferrari story as the car company's growth over more than half a century is linked to five turbulent years of war and Enzo Ferrari's secret life. Also revealed is the involvement of

New Zealand soldiers fighting in Italy, their role in the Ferrari story, and Enzo Ferrari's impact on New Zealand motorsport after the war.

Enzo Ferrari Penguin

This is the emotional story of Patrick Tambay's rollercoaster Formula 1 ride with Ferrari. The saga began in 1982 with the tragedy of his friend and fellow driver Gilles Villeneuve's death in the Belgian Grand Prix at Zolder and then unfolded as Tambay took Villeneuve's place in car number 27, achieved race victories and, as the 1983 season developed, fought for the World Championship. Told in 27 chapters, this is a tale not only of Formula 1 in those colourful years but also a rare and revealing account of life inside Maranello in the twilight of the Enzo Ferrari era,

supported by magnificent photographs by Paul-Henri Cahier. - British GP, 1982: at Brands Hatch Tambay's second race for Ferrari brings his first-ever podium finish, in his 51st Formula 1 start. - German GP, 1982: after team-mate Didier Pironi's career-ending crash during practice at Hockenheim, Tambay lifts his sombre Ferrari team with his first Formula 1 win. - Italian GP, 1982: in front of Ferrari's emotional home crowd at Monza, Tambay finishes second, with the great Mario Andretti, his team-mate for this one race, behind him in third place. - San Marino GP, 1983: Tambay delivers exactly what the Scuderia's fans desire - victory at Imola for the number 27 Ferrari 12 months after Gilles's last race. - South African GP, 1983: Tambay's farewell race for Ferrari sees him on pole

position (his sixth front-row start in seven races), but a mechanical failure denies him any chance of a final victory. **Ferrari Hypercars** Virgin Books Limited Life of a man whose name is synonymous with speed. The Dealer John Wiley & Sons For nearly 60 years, Ferrari has built the sports cars which fire enthusiasts' dreams. This book catalogs the Maranello factory's output: more than 180 designs are illustrated with both artworks and photographs. Organized in chronological order and subdivided into touring, sport cars, and Formula One single-seaters, each design has its own technical specification and a text that details the principle engineering and sports successes. The work is complemented by a listing detailing all

the key victories in more than 50 years of racing.--From publisher description.

[Enzo Ferrari](#) Random House Trade Paperbacks

Soon to be an AppleTV+ series, this is the definitive account of how Enzo Ferrari became the master of motor racing, and one of the most complex, important and imposing figures in the 20th century. The book draws upon years of original research, conducted in

Italy and abroad, and unveils hidden aspects of Ferrari's career - from his early days as a racer, to how he founded the Ferrari company, and even his dealings with the Italian Fascist government and Communist leaders. Learn how Ferrari pushed his drivers to the brink of disaster, revolutionised the automobile industry and overcame family and company infighting on his rise to greatness.