

Contents

Acknowledgments	<i>v</i>
Introduction	<i>I</i>
one	Edsel Ford: The Early Years <i>7</i>
two	Edsel Ford: The Final Years <i>23</i>
three	Development of the Market <i>41</i>
four	Prologue to the Edsel <i>53</i>
five	Learning Their ABCs <i>63</i>
six	The Plot Thickens <i>77</i>
seven	Motivational Research <i>109</i>
eight	The Show Opens <i>119</i>
nine	First Tragedy . . . <i>135</i>
ten	. . . Then Farce <i>149</i>
eleven	Final Act . . . and Curtain <i>167</i>
twelve	Why the Edsel Failed <i>189</i>
	Epilogue <i>207</i>
	Notes <i>213</i>
	Bibliography <i>223</i>
	Index <i>227</i>