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Titolo	Eduardo Barreiros and the recovery of Spain [[electronic resource] /] / Hugh Thomas
Pubbl/distr/stampa	New Haven, : Yale University Press, c2009
ISBN	1-282-35238-5 9786612352386 0-300-14246-3
Descrizione fisica	1 online resource (1 online resource (xv, 391 p. [29] p. of plates)) : ill., maps, plans
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Soggetti	Motor vehicle industry - Spain - History - 20th century Industrialists - Spain
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Nota di bibliografia	Includes bibliographical references (p. 367-372) and index.
Nota di contenuto	The peasants do the real work -- The Rodriguezes of Gundias -- The Barreiroses of Sabadelle -- "Guagua, guagua!" -- Give to him who asks -- A clear, bright town -- The Spanish catastrophe -- People lived for politics -- There came forth from the soil armed men -- Red beret -- This cruel struggle -- Establishing a national syndicalist system -- The rich girl of the village -- Marching alone -- Transform your car to diesel -- Good-bye rivers, good-bye fountains, good-bye little streams -- A good source of income -- "Madrid! Madrid!" -- The vehicle of progress -- Onward, Barreiros! -- My boyfriend works in Barreiros -- The factory of happiness -- We worked with optimism -- Your call persuaded me -- We beseech you to refuse a licence -- Boys always run after motor cars -- A university of work -- The new gods from the west -- Disagreement with the Americans -- Very sad for us -- A combination of adversities -- We never thought that we would reach this moment -- A place in La Mancha -- Life has dealt me a bad hand -- Don Eduardo in the land of comrades -- Villaverde revisited -- I am a Barreiros product.
Sommario/riassunto	A dramatic biography of the extraordinary Spanish industrialist and

entrepreneur Eduardo Barreiros Born in an impoverished region of Galicia, possessed of little education and less money, Eduardo Barreiros (1919-1992) rose to become an immensely successful entrepreneur and one of Spain's most prominent industrialists. In this engaging biography, the first on a Spanish entrepreneur in English, Hugh Thomas recounts Barreiros's origins as an auto mechanic, his success in the motor industry, his tragic alliance with the Chrysler Corporation, and his little-known role as a motor industry founder in 1980's Cuba. Drawing on an unrivaled knowledge of Spanish history, Lord Thomas also brings to light Barreiros's critical role in the modernization of the Spanish economy in the post-Civil War years. The book offers a detailed portrait of Don Eduardo's personality, character, and numerous entrepreneurial endeavors, as well as a full account of the difficulties the Franco-era government threw in the path of his capitalist activities. The relationship between Barreiros and the Chrysler Corporation is also described, along with the failed Dodge Dart project that ultimately cost Barreiros his business. Finally, the book recounts Don Eduardo's late-in-life efforts to help establish a motor industry in Castro's Cuba—a paradoxical conclusion for a great capitalist.
