Thinking Small The Long Strange Trip Of Volkswagen Beetle Andrea Hiott

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requires the ability to think small. This simple concept was the driving force that propelled the Volkswagen Beetle to become an avatar of American-style freedom, a household brand, and a global icon.

Thinking small: the long, strange trip of the Volkswagen ... Thinking Small is a delight the improbable, wonderfully told tale of the Volkswagen Beetle, from its early days as Adolf Hitler dream car to the beloved symbol of freedom and fun for millions of Americans. With her impeccable research and deep understanding of German and U.S. history and culture, Andrea Hiott does a superb job of bringing to life both the snub-nosed little car and the large cast of colorful characters

who designed it, then made it one of the most coveted consumer ...

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