

Edsel - the motor industry's Titanic

Academy - A Titanic Disaster, That Could Have Been Avoided



Description: -

- Automatic control

Edsel automobile -- History.Edsel - the motor industry's Titanic

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EDSEL: A Failure to Exercise Fundamental Business Principles

Only 101 units were built in September 1958, during the changeover from 1958 to 1959 models, and only 17% chose the correct answer.

The 25 Worst Business Failures in History

It was affordable, versatile, and introduced just as the American market was becoming fascinated with ever-more powerful engines.

Disaster in Dearborn: The Story of the Edsel

Flooz is derived from the Arabic word for money.

Continental Kits

Total Edsel sales were approximately 116,000, less than half the company's projected break-even point. In addition, Detroit had factories that produced diverse goods and commodities ranging from steel, electric power, and cement.

The 25 Worst Business Failures in History

The Edsel also integrated many elements of the safety package into its design.

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