

***Thinking Small The Long Strange Trip Of Volkswagen Beetle
Andrea Hiott***

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A long strange trip indeed. The Volkswagen car was a dreamchild of Adolf Hitler's. Production of the car ceased during World War II of course, but the company survived by making small vehicles for the German army.

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How the evil genius crossed paths with the engineering prodigy forms the chassis of Andrea Hiott's vigorous Thinking Small: The Long, Strange Trip of the Volkswagen Beetle. The history of successful technological innovation, Hiott observes, is one of "thinking strange," and Porsche's thinking was laudably outside the box.

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Thinking Small The Long Strange Trip Of The Volkswagen Beetle

In Thinking Small, journalist and cultural historian Andrea Hiott retraces the improbable journey of this little car that changed the world.?Andrea Hiott?s wide-ranging narrative stretches from the factory floors of Weimar Germany to the executive suites of today?s automotive innovators, showing how a succession of artists and engineers ...

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