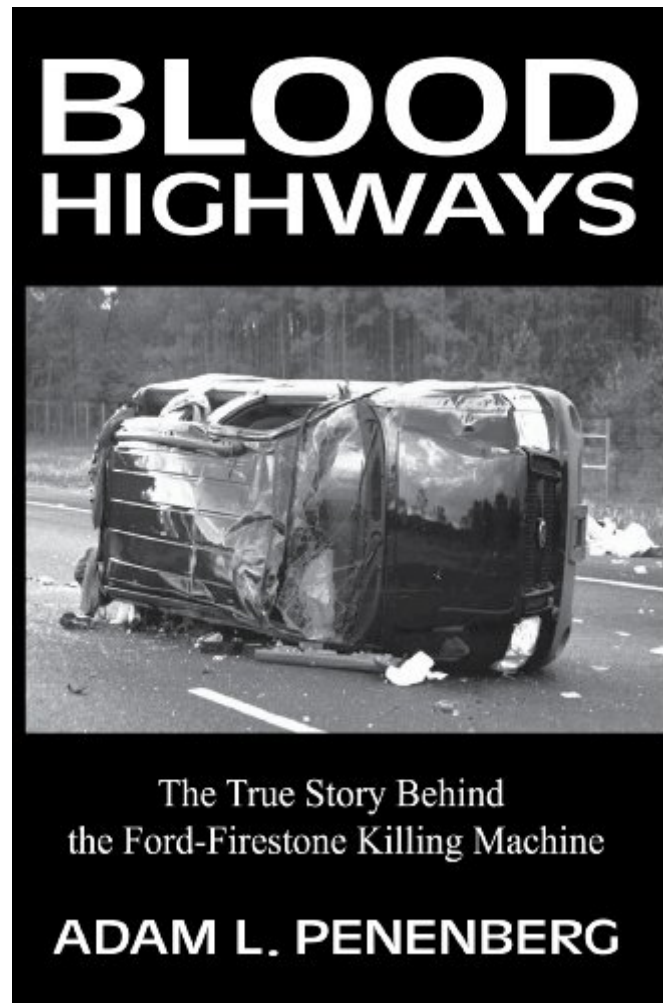




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Blood Highways



Synopsis

Blood Highways is the heart-wrenching account of the biggest product liability case in history: the Ford-Firestone fiasco. At the center of the story are two people: Tab Turner, a charismatic trial attorney from Arkansas, who has made a career out of forcing Ford and other automakers to own up to knowingly trade human lives for profits; and Donna Bailey, a single mother and outdoor enthusiast who fought back from the brink of death to confront those ultimately responsible for her accident. Weaving together harrowing depictions of the accidents and their consequences with the stories of the men and women who labor to police the auto industry and its reckless cost-cutting, Blood Highways will transform the way you view corporations, the government, the courts, and the media. Above all, this book shows the price the public pays in wrecked and mangled lives when companies focus more on shaving costs than making quality products.

Book Information

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Customer Reviews

After reading the first 13 pages, your blood starts to boil. By the time one finishes this scathing 342 page book the reader wants to throw the book against the wall, or better, against the heads of

company executives who deliberately make terrible, killing and maiming products."Tragic Indifference" documents, step by step, tragic, tear-inducing tale of indifference by Ford Motor Company and Firestone tires. Penenberg's book has been purchased for a film, not surprisingly because in a sense, it is a remake of the classic 1991 film "Class Action" which goes over the same grounds -- a car manufacturer indifferent to the death and disability of its riders. The more things changes...Only this is not fiction; every word is true. Here the case is one car company, Ford and one tire company, Firestone, who make an ugly pair as they conspire (for purely economic reasons) to build an unsafe car and tires to match. They refuse to redress their errors because it is cheaper to pay the hidden-to-the-public legal settlements filed by those who have been killed or maimed, or permanently crippled. Out of sight, out of mind. Except it becomes open to the public when a reporter as tenacious as Penenberg, matches his writing talents with his investigative skills. By the time you finish Penenberg's book, you will never purchase a Ford automobile or allow a Firestone tire on your car. You will reconsider the car you drive, and the tires you've purchased no matter the make or model. There is more to this story -- the story of deliberate government indifference with a mindset bent on protecting corporate malfeasance. There are agencies created to protect the consumer, agencies who fail in every instance, to do just that.

This is the kind of book that reels you in from page 1 and doesn't let you go until the very end. I finished it one weekend! It's so utterly gripping as it takes the reader on an amazing ride from the highway, to the hospital, the boardroom and the courtroom through the vantage point of one of America's top lawyers, Tab Turner. When government regulators fail to step in and enforce safety regulations on the Ford Bronco II and the ever-popular Ford Explorer, Turner steps in fight the good fight. Tab is portrayed as a brilliant and wise cracking attorney from Arkansas who becomes a one man tour-de-force in taking the auto industry to task. Early on in the book, Penenberg introduces us to Donna Bailey, the single mother and mountain climber, who one day sets out on a hiking trip with her best friend and returns home, months later as a quadriplegic, when her Explorer rolls over, nearly crushing her to death. As the story builds, you feel that for the first time you truly understand how the decisions that large corporations make, impact our everyday lives. The author, obviously an investigative journalist, knows how to weave together the elements of the story including insider memos from Ford and Firestone, whistleblower testimony and even settlement information that would seem to be confidential. You somehow feel that Penenberg is letting you into this secret world, where corporate greed and cover-ups are everyday business, the side of American business that we rarely get to see. Penenberg forces us to open our eyes and literally feel how these

decisions, have killed hundreds of American every year, while companies make no attempt to change the way they do business. It was impossible to put this book down.

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