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Andrea Hiott

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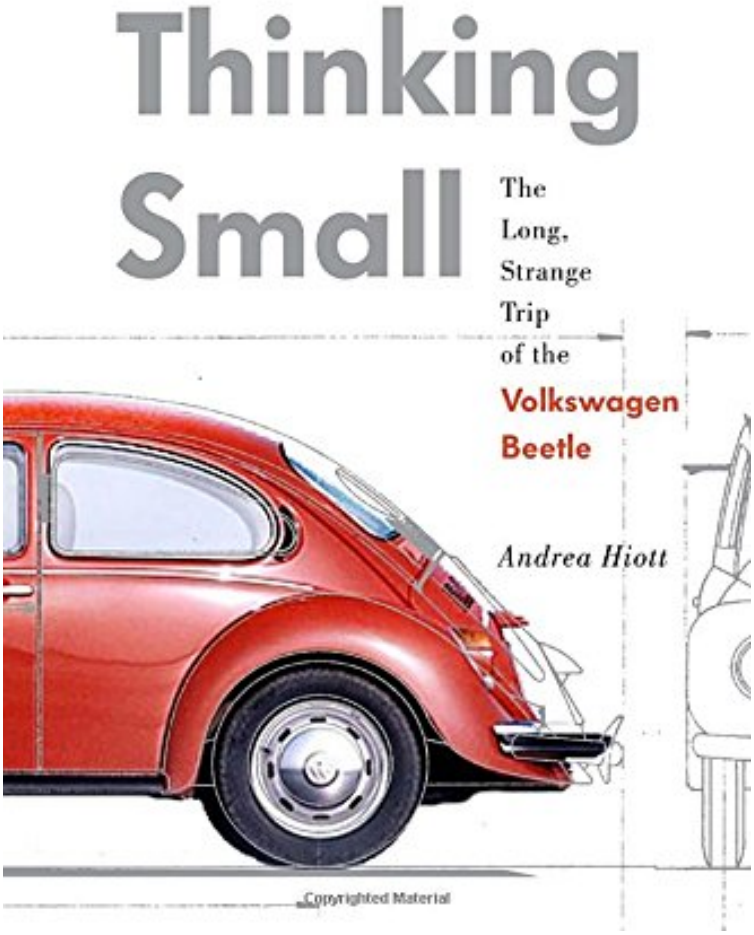

(Read now) Thinking Small: The Long, Strange Trip of the Volkswagen Beetle

Thinking Small: The Long, Strange Trip of the Volkswagen Beetle

Andrea Hiott : Thinking Small: The Long, Strange Trip of the Volkswagen Beetle before purchasing it in order to gage whether or not it would be worth my time, and all praised Thinking Small: The Long, Strange Trip of the Volkswagen Beetle:

1 of 1 people found the following review helpful. A book on the history of the VW Beetle.By Henry HaslebacherThis is an interesting history of the Beetle, from Ferdinand Porsche's first drawings to the time the last Beetle was produced in the 1980's. There is at times a little too much history thrown in but overall it's a good book about a great car, a car almost as significant as the Ford Model T. Volkswagen means people's car in German and that's just what it was, a true people's car. It's the story of how it was actually engineered to be inexpensive and accessible, not just made cheap. It

was inexpensive, not cheap.4 of 4 people found the following review helpful. Exceeded My Expectations, An Outstanding Book!By David BowerI always find it interesting to read the other reviews before I write mine; sometimes I wonder if we're all talking about the same book. It is evident that each reviewer brings their own perspectives to their reviews and their probable personality types are clearly revealed; that is all perfectly normal and what makes the reviews so interesting to read. I just happened to find this book delightful and fascinating and really enjoyed reading it; it far exceeded my expectations for a book about the VW Beetle.For the record, our very first car was a 1956 Beetle and we were so proud of it we nearly popped. At the time I was in the United States Navy and our home port was Norfolk, Virginia when we decided it was time to buy our first car. I cannot remember the factors that went into our selecting a 1956 VW but the price probably had a lot to do with it; as I recall it was somewhere around $1,800 total.When I saw this book advertised I thought that it would be interesting in light of our history with the Beetle. I could tell a lot of stories about our adventures with that little car, especially when I got discharged and drove it back home to Texas. All I was really expecting was a story about the car but what I got was a comprehensive study of not only the car, but the men involved in its development and the times in which they lived. I was really excited by the opportunity to learn so much about the background that produced this car and found the book to be a serious page turner.There is one thing for sure and that is the author was not thinking small when she developed her concept for the book; if one is looking for a review similar to an article in one of the contemporary auto magazines this is most assuredly not it. If, on the other hand, one has a broader interest in the car as it was developed in the context of the political, economic, and social environment this book does a wonderful job of filling in many important details that had a profound influence on its development and eventual production.This book is beautifully tuned to the globalist, detail oriented mindset and I definitely fall into that category. If on the other hand you want to just get to the point and move on you may find this book loaded with too much tedious detail. As a Vine Voice, I received an "Advance Uncorrected Proofs" copy of the book; I have since ordered a final published edition to add to my permanent collection. That is the highest recommendation I can give it.1 of 1 people found the following review helpful. The "Huggable Bug" will grab your heartBy desert chickThe "huggable bug" book is wonderful if learning all things VW Beetle appeals to you . If you are also a history buff, the story of Hitler's role and the first designers of his "peoples car", the middle third of the book will keep your interest. That part was a bit slow for me though still very fascinating. Remembering my brothers "bugs" in my parents backyard in various degrees of maintenance, I found myself thinking of booking a flight to Germany and visiting Wolfsburg the town responsible for the little guy.

Sometimes achieving big things 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. The VW Bug inspired the ad men of Madison Avenue, beguiled Woodstock Nation, and has recently been re-imagined for the hipster generation. And while today it is surely one of the most recognizable cars in the world, few of us know the compelling details of this cars story. In Thinking Small, journalist and cultural historian Andrea Hiott retraces the improbable journey of this little car that changed the world. Andrea Hiotts wide-ranging narrative stretches from the factory floors of Weimar Germany to the executive suites of todays automotive innovators, showing how a succession of artists and engineers shepherded the Beetle to market through periods of privation and war, reconstruction and recovery. Henry Fords Model T may have revolutionized the American auto industry, but for years Europe remained a place where only the elite drove cars. That all changed with the advent of the Volkswagen, the product of a Nazi initiative to bring driving to the masses. But Hitlers concept of the peoples car would soon take on new meaning. As Germany rebuilt from the rubble of World War II, a whole generation succumbed to the charms of the worlds most huggable automobile. Indeed, the story of the Volkswagen is a story about people, and Hiott introduces us to the men who believed in it, built it, and sold it: Ferdinand Porsche, the visionary Austrian automobile designer whose futuristic dream of an affordable family vehicle was fatally compromised by his patron Adolf Hitlers monomaniacal drive toward war; Heinrich Nordhoff, the forward-thinking German industrialist whose management innovations made mass production of the Beetle a reality; and Bill Bernbach, the Jewish American advertising executive whose team of Madison Avenue mavericks dreamed up the legendary ad campaign that transformed the quintessential German compact into an outsize worldwide phenomenon. Thinking Small is the remarkable story of an automobile and an idea. Hatched in an age of darkness, the Beetle emerged into the light of a new era as a symbol of individuality and personal mobilitya triumph not of the will but of the imagination.

"The well-researched story of an iconic car...Hiott's debut is an assured, enthusiastic account...The author goes beyond the cars themselves, exploring why the Beetles of the 1960s and '70s--certainly not the sexiest or most impressive automobiles--became hip...if you're a fan offahrvergngen, this is essential stuff."-Kirkus