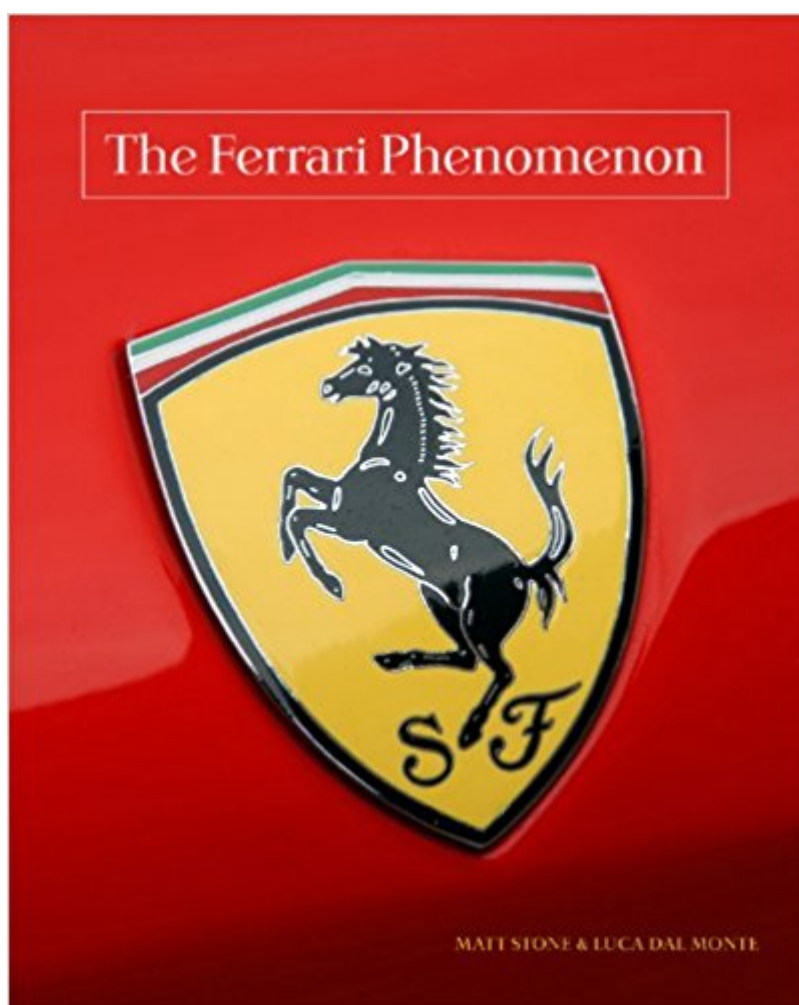


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The Ferrari Phenomenon: An Unconventional View Of The World's Most Charismatic Cars



Synopsis

Ferrari. For more than six decades no other name has inspired as much passion and excitement among car enthusiasts, racing fans, and the general public. Ferrari road cars are fast, beautiful, and fabulously expensive; the race cars are synonymous with victory in Formula One, as well as sports-car competition. But the Ferrari name means much more than just cars or the numbers that measure horsepower, speed, or price. Whether they were built for the road or the track, Ferraris are also marvelous conduits to a world of interesting stories and fascinating facts. Over the years the lore and legends surrounding Ferrari have involved people, history, design, pop culture, mystery, lies, rumor, and humor. Loyal Ferrari owners have run the gamut from royalty to rock stars. Ferraris have made memorable appearances in movies and TV shows, and they have been the subject of countless books and articles. And Ferrari champions have included some of the greatest names in racing history, from Ascari and Fangio to Schumacher and Alonso. *The Ferrari Phenomenon* offers an innovative, wide-ranging perspective on the world's most iconic car manufacturer. It covers everything from little-known details of Enzo Ferrari's life to unexpected facts about one-off cars, historic races, and famous Ferrari owners. There's also a virtual tour of the Ferrari factory, and even tips on what to see when you visit Maranello. To capture all of this variety and detail, Motor Trend editor and best-selling author Matt Stone joined forces with Ferrari insider Luca Dal Monte, the former head of Ferrari's North American press office. Together their research and interviews bring intriguing stories to light, taking the reader behind the scenes, and providing even knowledgeable Ferrari aficionados with facts and insights they haven't encountered before. >BR> With its fresh take and new information, *The Ferrari Phenomenon* is both fascinating and indispensable to every fan of the Prancing Horse.

Book Information

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Customer Reviews

Matt Stone has worked as a professional editor of Motor Trend, and editor of Motor Trend Classic magazines. He is also a Pebble Beach Concours d'Elegance Chief Class judge, has authored ten automotive books, and has raced and restored a wide variety of cars. Although he demonstrates a particular penchant for postwar sports and GT machines, Matt finds joy in most anything with four wheels and an engine. He is a resident of Glendale, California, where his garage still has plenty of room for the 365 GTB Daytona coupe he has wanted since he was 17. Luca Dal Monte personifies the Italo-American connection between Ferrari and the United States. Born in Cremona, Italy, Dal Monte attended the University of Kentucky. He later returned to the U.S. to head media relations for Ferrari North America, and also led the public relations effort during Maserati's return to the States. A passionate student of Enzo Ferrari, Bruce Springsteen, NFL football, and Ferrari Formula One history, Dal Monte is director for all media and public relations at Maserati in Modena. He has authored several books, all in Italian, the most recent being a best-selling novel set in the world of F1.

I consider myself passionate about cars of all types and have been for most of my life. So, just like any other car lover, I've seen endless magazines and large books with colorful pictures of beautiful and exotic cars. This time I was looking for something a little different and I found The Ferrari Phenomenon. There is no shortage of Ferrari books out there and plenty of them offer mouth-watering pictures and overviews of the prancing horse's illustrious race history. However, where this book differs is the "anecdotal" type information. For example there is a section with quotes from famous people regarding their Ferraris or experiences they had while driving them. Bottom Line: The Ferrari Phenomenon is a great addition to any established car book collection, or a great way to start a new one.

Run of the mill beautiful Ferrari book. My father loved it and now it sits in a stack of 30 other Ferrari books.....they're all the same

Not a bad primer for those who know little about the man & his company, nice old pix of the factory back in the 'good ole' days.

New information that I have not seen before, which is saying something, given the large number of Ferrari books out there.

GREAT PICS

Great story on the man that built a culture and legend of Ferrari. Would highly recommend to any car guy or gal..

Excellent "off the cuff" examination of the Ferrari mystique using personal views and experiences of insiders.

It was said before and I can confirm: " ... this book lacks any context. It's simply a collection of unrelated factoids. It feels like it's been thrown together - quickly - from news articles and a few personal observations."No awesome / new car pictures. No technical details. "No meat, just feathers"Tabloid's stuff. ... in an expensive wrap.

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