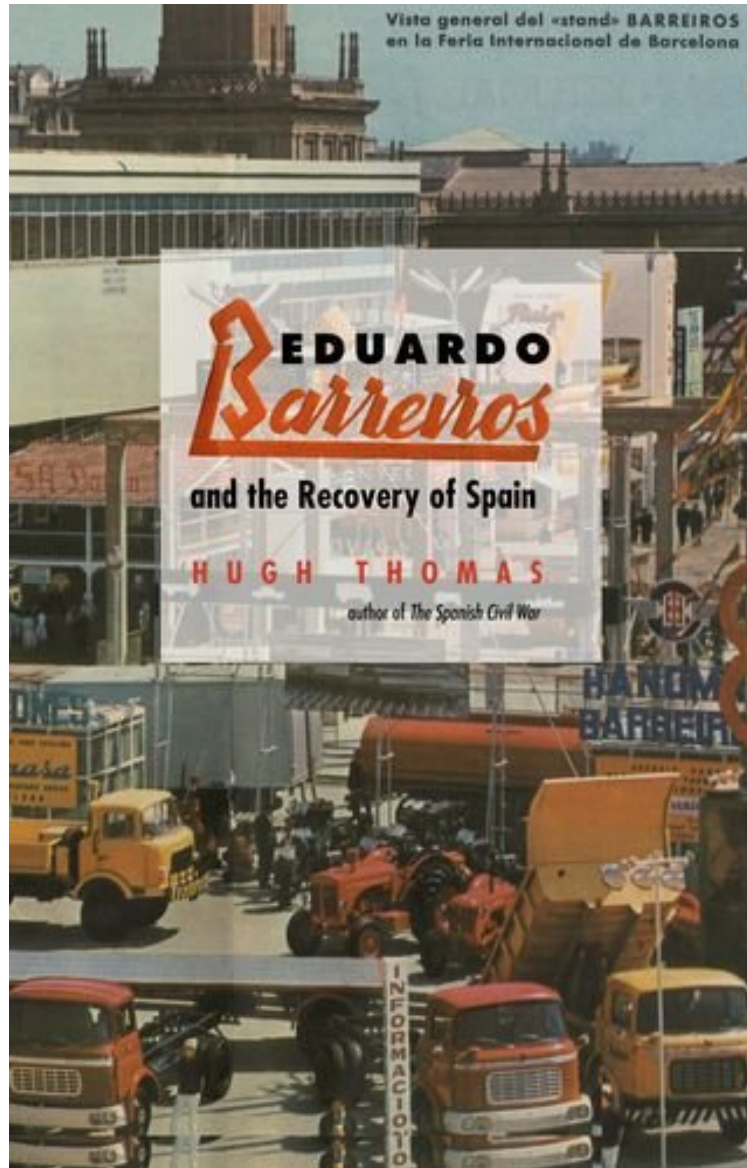


## Eduardo Barreiros and the Recovery of Spain

*Hugh Thomas*

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**Hugh Thomas : Eduardo Barreiros and the Recovery of Spain** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Eduardo Barreiros and the Recovery of Spain:

0 of 0 people found the following review helpful. The book is easy to read at least for those fond of the ...By Luis Puente Maestu This is a book about Spain in the era of Franco, in particular about the difficulties of independent entrepreneurs in a state-run economy. Franco's time passed away but government influence in the economy is still massive in many European countries, and Spain in particular, and its pernicious influence on creativity and loss of

opportunities can be seen on the time mirror in this book. It also relates the overconfident contempt of big companies proud of themselves on local expertise in countries they consider second-rate and how the lack of on the spot know-how is also a cause of failure. The book is easy to read at least for those fond of the Spanish history of the 50's and 60's. 0 of 0 people found the following review helpful. Spanish XX century industrial development By mayte barreiros Beautiful way of writing and describing the history of Galicia and the Spanish industrial development during the XX century.

A dramatic biography of the extraordinary Spanish industrialist and entrepreneur Eduardo Barreiros. Born in an impoverished region of Galicia, possessed of little education and less money, Eduardo Barreiros (1919–1992) rose to become an immensely successful entrepreneur and one of Spain's most prominent industrialists. In this engaging biography, the first on a Spanish entrepreneur in English, Hugh Thomas recounts Barreiros's origins as an auto mechanic, his success in the motor industry, his tragic alliance with the Chrysler Corporation, and his little-known role as a motor industry founder in 1980s Cuba. Drawing on an unrivaled knowledge of Spanish history, Lord Thomas also brings to light Barreiros's critical role in the modernization of the Spanish economy in the post-Civil War years. The book offers a detailed portrait of Don Eduardo's personality, character, and numerous entrepreneurial endeavors, as well as a full account of the difficulties the Franco-era government threw in the path of his capitalist activities. The relationship between Barreiros and the Chrysler Corporation is also described, along with the failed Dodge Dart project that ultimately cost Barreiros his business. Finally, the book recounts Don Eduardo's late-in-life efforts to help establish a motor industry in Castro's Cuba—a paradoxical conclusion for a great capitalist.

Hugh Thomas has succeeded admirably in linking the story of an individual entrepreneur to the national and international context in which he was operating; the drama of this man is skillfully tied in to the drama of Spain during a tempestuous period in that country's history. Sir Geoffrey Owen, Department of Management, London School of Economics