



Arrogance and Accords: The Inside Story of the Honda Scandal

By Steve Lynch

Download now

Read Online ➔

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch

Arrogance and Accords: The Inside Story of the Honda Scandal is the tale of the largest commercial corruption case in U.S. history. Between 1994 and 1997, eighteen former executives of American Honda Motor Company, along with four other people, were convicted on federal fraud and racketeering charges. The big secret at Honda was out: Over a 15-year period, the gang of greedy Honda officials had received over \$50 million in cash and gifts from automobile dealers eager to obtain additional hot-selling Honda cars and franchises. The ill-gotten booty included briefcases stuffed with up to \$750,000 in cash, palatial homes, luxury German automobiles, secret ownerships in dealerships and other businesses, and Hong Kong shopping sprees.

When the automobile market softened in the early 1990s, the high-rolling officials, led by Honda's charismatic national sales manager, switched to embezzling money from the corporation. Honda belatedly fired the executives in 1992 and tried to keep the scandal under wraps - until an ambitious small-town Assistant U. S. Attorney decided to investigate. Eighteen never-before arrested Honda executives were subsequently convicted. Most went to prison.

The final event of the scandal occurred in August 1997 when the nation's largest automobile dealer, Rick Hendrick, pleaded guilty to mail fraud in a federal court in North Carolina.

Arrogance and Accords is both a true-crime story and a look inside one of the world's most respected companies. It details the key characters and their shady deals, along with the internal and FBI investigations, and reveals the corporate culture that allowed the pandemic payola to flourish for so long. The author examines how the corruption adversely affected Honda's sales efforts, from how it marketed automobiles to the establishment of the Acura luxury car division.

The book also provides a compelling look inside the much-maligned American automobile business.

Written by Steve Lynch, a former top Honda marketing executive, Arrogance and Accords is an insightful, often hilarious tale of greed, ignored whistle-

blowers, paranoid Japanese managers, and the raucous 1995 federal trial of two of the Honda officials who decided to fight the charges.

Told as only an insider could, *Arrogance and Accords* is written with authority and style by someone who was in the thick of the action.

 [Download Arrogance and Accords: The Inside Story of the Hon ...pdf](#)

 [Read Online Arrogance and Accords: The Inside Story of the H ...pdf](#)

Arrogance and Accords: The Inside Story of the Honda Scandal

By Steve Lynch

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch

Arrogance and Accords: The Inside Story of the Honda Scandal is the tale of the largest commercial corruption case in U.S. history. Between 1994 and 1997, eighteen former executives of American Honda Motor Company, along with four other people, were convicted on federal fraud and racketeering charges. The big secret at Honda was out: Over a 15-year period, the gang of greedy Honda officials had received over \$50 million in cash and gifts from automobile dealers eager to obtain additional hot-selling Honda cars and franchises. The ill-gotten booty included briefcases stuffed with up to \$750,000 in cash, palatial homes, luxury German automobiles, secret ownerships in dealerships and other businesses, and Hong Kong shopping sprees.

When the automobile market softened in the early 1990s, the high-rolling officials, led by Honda's charismatic national sales manager, switched to embezzling money from the corporation. Honda belatedly fired the executives in 1992 and tried to keep the scandal under wraps - until an ambitious small-town Assistant U. S. Attorney decided to investigate. Eighteen never-before arrested Honda executives were subsequently convicted. Most went to prison.

The final event of the scandal occurred in August 1997 when the nation's largest automobile dealer, Rick Hendrick, pleaded guilty to mail fraud in a federal court in North Carolina.

Arrogance and Accords is both a true-crime story and a look inside one of the world's most respected companies. It details the key characters and their shady deals, along with the internal and FBI investigations, and reveals the corporate culture that allowed the pandemic payola to flourish for so long. The author examines how the corruption adversely affected Honda's sales efforts, from how it marketed automobiles to the establishment of the Acura luxury car division.

The book also provides a compelling look inside the much-maligned American automobile business.

Written by Steve Lynch, a former top Honda marketing executive, Arrogance and Accords is an insightful, often hilarious tale of greed, ignored whistle-blowers, paranoid Japanese managers, and the raucous 1995 federal trial of two of the Honda officials who decided to fight the charges.

Told as only an insider could, Arrogance and Accords is written with authority and style by someone who was in the thick of the action.

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch Bibliography

- Sales Rank: #1044944 in Books
- Brand: Brand: Pecos Press
- Published on: 1997-11-19

- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 6.50" w x 1.25" l,
- Binding: Hardcover
- 310 pages

 [Download Arrogance and Accords: The Inside Story of the Hon ...pdf](#)

 [Read Online Arrogance and Accords: The Inside Story of the H ...pdf](#)

Download and Read Free Online Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch

Editorial Review

Review

For all of the things right about Honda in the 1970s and 80s, there was something terribly wrong inside the house of Honda. Evidence suggests that high-ranking U.S. executives were shaking down their own dealers for cash or, in some cases, were forcing dealers to make the executives literal partners in their franchises. In return, dealers were allotted more cars - there were never enough to go around - or better yet, additional dealerships. Former Honda marketing executive Steve Lynch covers it all, from a unique insider's perspective, in *Arrogance and Accords: The Inside Story of the Honda Scandal*. Commendably, Lynch handles the story with balance, never tearing into personalities for their transgressions, but simply reporting the story.

Arrogance and Accords is often fascinating, always compelling. It should be required reading in business-ethics courses. Maybe some of Honda's former executives could teach the classes as part of their work-release program. -- *Ed Wallace - Car and Driver magazine, February 1998*

Steve Lynch, a former Honda marketing exec and author of *Arrogance and Accords: The Inside Story of the Honda Scandal*, describes a scene in this book in such extraordinary detail that it stays with the reader throughout the 300-plus pages that chronicles the largest commercial corruption case in U.S.

Lynch tells the sordid tale with a perspective and authority that only he can provide - the Santa Paula dealership, for example. Lynch was there, and he confesses that "he was no choir boy." -- *Michele Krebs - Autoweek magazine, February 16, 1998*

About the Author

Steve Lynch grew up in the shadow of the Studebaker automobile factory in South Bend, Indiana, and attended Indiana University. Lynch spent 13 years in the world of Honda, rising from a Honda dealership showroom floor to the executive offices of American Honda Motor Company, where he was in charge of regional marketing. Lynch also worked for Honda's advertising agency. He lives in Dallas, Texas.

Users Review

From reader reviews:

Richard Hennessy:

Reading a publication can be one of a lot of action that everyone in the world loves. Do you like reading book therefore. There are a lot of reasons why people enjoyed. First reading a reserve will give you a lot of new information. When you read a publication you will get new information due to the fact book is one of many ways to share the information or perhaps their idea. Second, studying a book will make a person more imaginative. When you examining a book especially fiction book the author will bring you to imagine the story how the people do it anything. Third, you could share your knowledge to other people. When you read this *Arrogance and Accords: The Inside Story of the Honda Scandal*, it is possible to tells your family, friends and soon about yours e-book. Your knowledge can inspire average, make them reading a e-book.

Adela Valenti:

Do you have something that you want such as book? The guide lovers usually prefer to decide on book like comic, brief story and the biggest one is novel. Now, why not seeking Arrogance and Accords: The Inside Story of the Honda Scandal that give your satisfaction preference will be satisfied by reading this book. Reading habit all over the world can be said as the way for people to know world far better then how they react towards the world. It can't be claimed constantly that reading routine only for the geeky man or woman but for all of you who wants to become success person. So , for all of you who want to start reading through as your good habit, you are able to pick Arrogance and Accords: The Inside Story of the Honda Scandal become your current starter.

Kevin Lemon:

Does one one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Try to pick one book that you just dont know the inside because don't ascertain book by its cover may doesn't work at this point is difficult job because you are scared that the inside maybe not since fantastic as in the outside search likes. Maybe you answer can be Arrogance and Accords: The Inside Story of the Honda Scandal why because the amazing cover that make you consider regarding the content will not disappoint an individual. The inside or content is usually fantastic as the outside or even cover. Your reading 6th sense will directly guide you to pick up this book.

Grace Smith:

It is possible to spend your free time to learn this book this publication. This Arrogance and Accords: The Inside Story of the Honda Scandal is simple bringing you can read it in the park, in the beach, train and also soon. If you did not include much space to bring often the printed book, you can buy the particular e-book. It is make you much easier to read it. You can save typically the book in your smart phone. And so there are a lot of benefits that you will get when you buy this book.

Download and Read Online Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch #T3M5XND1EGS

Read Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch for online ebook

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch books to read online.

Online Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch ebook PDF download

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch Doc

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch Mobipocket

Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch EPub

T3M5XND1EGS: Arrogance and Accords: The Inside Story of the Honda Scandal By Steve Lynch