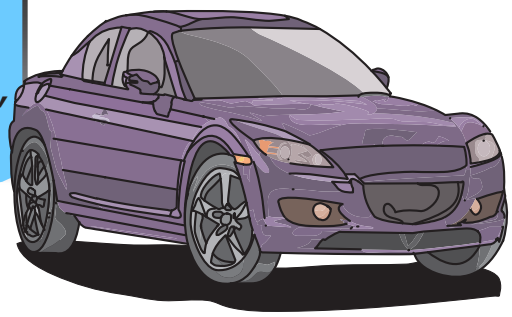
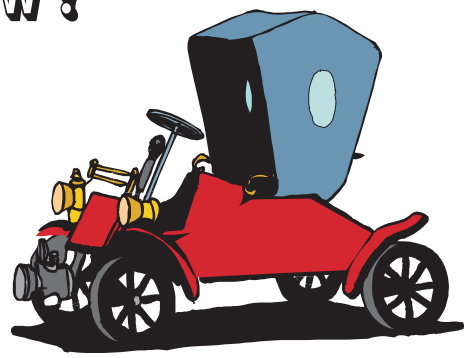
NAME:

WHAT WOULD HENRY FORD DO NOW?

Skills

Comparison, analysis, research, communication, extrapolation





There are many parallels between the state of transportation in Henry Ford's time, and the state of transportation now. Read the chapter, "Henry Ford's Flipping Fordson", in *Edison's Concrete Piano*, with a mind to horse drawn carriages being equivalent to gas-powered vehicles today. What huge challenges did Henry Ford overcome to make the car the common transportation method? Which of these challenges exist today for making "green" cars that do not run on gasoline?

List at least three parallels:

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GROUP WORK

In small groups, apply the approach Henry Ford took to overcoming the hurdles of transferring America into a mass manufacturer and consumer of gas-powered cars to a current day scenario in which alternative energy cars become mainstream. You might need to do some research into alternative energy cars to do this. Present your scenario as a poster, business report, magazine essay, or a letter to the Ford Motor Company.

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