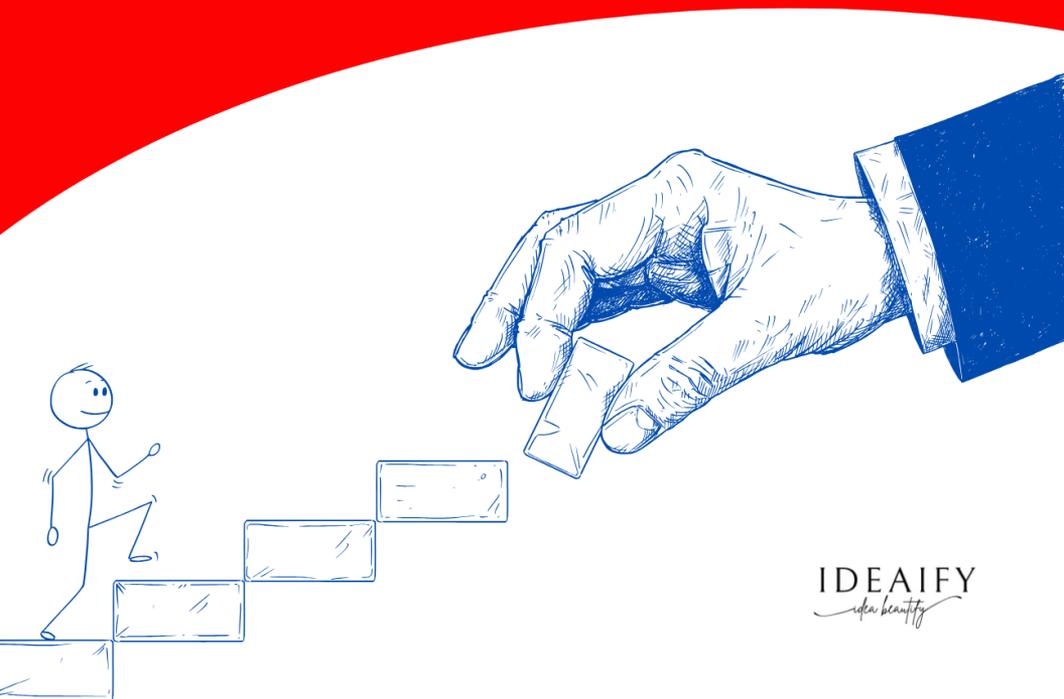


100 Regeln, inspiriert von Henry Fords Philosophie

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100 rules inspired by the philosophy of Henry Ford

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Foreword

When people hear the name Henry Ford, most recall cars, assembly lines, or the Industrial Revolution. Yet, his true legacy extends far deeper. Ford wasn't merely a businessman; he was a thinker, an innovator, and a man who transformed how people work, create, and perceive value.

This book isn't a historical overview of his life. It's a vibrant map of ideas that have withstood the test of time—and are more relevant today than ever before.

In 100 concise yet powerful chapters, you'll discover rules built upon Ford's principles and translated into the language of today's world. Each rule is practical. Each leads to action. And each can bring you closer to better work, better relationships, and better results.

Don't expect superficial motivational quotes. Expect challenges that will sting—but transform. Don't expect shortcuts. Expect a journey that is honest, systematic, and long-term.

Henry Ford believed that success is not a matter of chance, but the result of daily thought and work. This book is an invitation for you to start building your own legacy—consciously, with integrity, and uncompromisingly.

"Whatever you do, do it fully. Not for glory. But because it's worth it."

May these 100 rules inspire you not only in business but also toward a better life. Because just as Ford changed the world... you can change your own. Step by step. Rule by rule.

With respect and gratitude, Pavel Hrejsemnou 2025

Chapter 1: Obstacles Are What You See When You Take Your Eyes Off Your Goal

"Obstacles are those frightful things you see when you take your eyes off your goal." — Henry Ford

Principle: Focus on the Goal, Not the Obstacles

Henry Ford was obsessed with the idea of simplicity and breakthrough. He believed that if the goal was clear enough, the path would always be found—and if not, it needed to be created. He didn't see obstacles as a reason to slow down, but rather as proof that one was moving forward. The key moment occurs when we decide where to fix our gaze—on the problem, or on the direction.

Psychology of Success: Attention is a Productive Resource

Modern neuroscience confirms that the brain filters reality based on what we focus on. When we direct our attention to a goal, we perceive opportunities. When we focus on obstacles, the brain is flooded with stress and defensive mechanisms.

Practical Example:

Startups often fail not due to a lack of funding, but because founders begin to focus on external complications (e.g., competition, legislation, lack of talent) instead of continuously seeking ways to fulfill their vision.

Case Study: Elon Musk and SpaceX

A direct heir to Fordist audacity—Elon Musk—is an example of an entrepreneur who literally "doesn't see obstacles." When SpaceX repeatedly failed in its orbital launch attempts, most experts advised shutting down the project. However, Musk kept his attention fixed on the goal: making space accessible. Thanks to this mental attitude, the company survived the crisis and today launches rockets with absolute regularity.

Business Parallel: Leadership in Turbulent Times

Managers and leaders who communicate only threats during a crisis create paralysis. Conversely, those who remain focused on the vision (whether it's transforming a company, a new product, or expansion) can inspire their teams, keep them moving, and create unexpected solutions.

Practical Recommendations:

- **Remind yourself of the goal daily.** Visualizing the goal every morning (e.g., through writing, affirmations, or mental imagery) helps maintain focus.
- **Focus on action, not fear analysis.** Instead of asking, "What if it doesn't work?" ask yourself: "What is the next step I can take?"
- **Limit contact with those who feed obstacles.** Surround yourself with people who seek solutions, not reasons why something can't be done.
- **Use crisis moments as a vision test.** Every obstacle is a mirror: if it discourages you, perhaps you didn't want your goal enough in the first place.

Personal Development: Vision as a Compass

The same principles apply in personal life. If we want to change careers, improve health, or build a new relationship, obstacles will appear. The difference between those who succeed and those who stand still lies not in talent, but in the ability to look beyond the horizon.

Henry Ford would say: "Don't let what is merely a test of your determination stop you."

Chapter 2: Quality Means Doing It Right When No One Is Looking

"Quality means doing it right when no one is looking." — Henry Ford

Principle: Quality as a Character Trait, Not a Result of Control

For Henry Ford, quality was not the outcome of additional inspection but an integral part of the process itself. According to him, quality doesn't begin in the warehouse or end in the testing lab. It starts in the mind of the person performing the work—with such a level of responsibility as if the whole world were watching, even if, in reality, no one is.

In today's crowded, digitally monitored world, quality often seems to stem from the fear of evaluation. But Ford appeals to an internal compass: doing things right not for a "like," but for one's own standard.

Company Culture: Quality as a Quiet Habit

In modern quality management, ISO systems and audits are no longer enough. What differentiates top brands today (like Apple, Toyota, or Patagonia) is an internal culture of responsibility. The worker tightening the last screw must have the same high standard as the designer presenting the product on stage.

Practical Example:

Tesla customers often complained about minor assembly imperfections. Elon Musk personally intervened and

changed the feedback system on the assembly line. Every worker was motivated to identify and correct errors themselves before they passed any external inspection. The result was an increase in quality without the need for more inspections.

Personal Development: What You Do When No One Is Looking Defines You

In personal life, quality is represented, for instance, by whether you complete a task to the maximum, even if you know no one will evaluate it. Or whether you keep a promise you made to yourself. Self-discipline is a form of inner quality—it's proof that we work to the best of our knowledge, not based on external control.

Psychology of Quality:

People who have a strong internal quality setting feel more competent, trustworthy, and balanced. The opposite—behavior motivated exclusively by supervision or reward—leads to internal chaos and burnout syndrome.

Managerial Application: Trust, Not Micromanagement

A modern leader builds a team that performs quality work even without constant supervision. However, this requires quality to be a shared value, not an enforced norm.

Questions for Managers:

- Does my team believe that quality matters even when it's not measured?
- Do I see my own work through the customer's eyes—even if they never will?

- Do I reward only the outcome, or also the honest process?

Case Study: Toyota and the "Jidoka" Principle

Toyota, as a pioneer of lean management, is based on the "jidoka" principle—autonomation. Every employee has the right and duty to stop the production line if they discover a problem. They don't wait for an inspector. Quality happens in real-time, even when no one is formally "looking."

This philosophy has inspired hundreds of Western companies that understood that quality is not a department, but an attitude.

Practical Recommendations:

- **Ask yourself: How would I do this if my reputation depended on it?**
- **Don't wait for inspection.** Be your own strictest critic.
- **Build personal standards.** Quality is not what others demand of you. It's what you allow yourself in front of yourself.
- **Learn from quiet masters.** Observe people who do exceptional work without seeking attention. They are the ones who fundamentally change the world.
- **Perceive details as a sign of respect.** Precision is not a waste of time. It is a form of respect for your work, for the customer, and for yourself.

Henry Ford would say: "Do things as if every tightening of a screw were a ceremonial act. Because quality is an attitude—

and it doesn't turn on or off based on whether someone is watching you."

Chapter 3: Failure Is Just an Opportunity to Begin Again More Intelligently

"Failure is simply the opportunity to begin again, this time more intelligently." — Henry Ford

Principle: Failure as Part of Development, Not a Final State

In common understanding, failure is synonymous with an end. In Ford's conception, however, failure is a necessary part of innovation. It is not the opposite of success, but its essential precursor. People who are afraid to fail are also afraid of progress. Those who embrace failure as a sunk cost on the path to mastery transform it into a competitive advantage.

Henry Ford went bankrupt several times before successfully building the Ford Motor Company. He dissected each failure, learned from it, and started again—not the same way, but more intelligently.

Culture of Trial and Error: Smarter Restart

In the current business environment, where the pace of change is accelerating, those who can quickly test, fail, and re-optimize win. This culture of "intelligent failure" (fail fast, learn faster) is the foundation of successful startups and corporations alike.

Practical Example:

Airbnb was virtually unused in its first few months. The founders survived only by selling boxes of cereal (Airbnb Obama O's and Cap'n McCain's). Many would have shut down the company—but they viewed the failure as proof that they needed to change their approach, not their goal. Today, it is one of the world's most valuable technology companies.

Psychological Resilience: Learning Faster Than Others

Fear of failure paralyzes. But the ability to remain calm, re-evaluate the situation, and act again—that is mental strength. Ford understood failure as information. And he considered every setback a guide on what to do differently next time. This internal resilience is key to long-term sustainability not only in business but also in life.

Personal Development:

How many people never attempt entrepreneurship, a career change, studying a new field, or leaving a dysfunctional relationship because they are afraid to fail? And how many of them live with unfulfilled potential because they haven't understood that failure is not a sign of weakness, but a mark of courage?

Business Application: A Company Environment Where Mistakes Are Allowed

Modern companies (e.g., Google, Netflix, Spotify) create an environment where it's possible to test, experiment, and make mistakes—with one condition: the mistake must lead to learning. This approach accelerates innovation and promotes psychological safety within the team.

Managerial Questions:

- Do I allow my team to fail safely and grow?
- Do I lead people to learn the maximum from mistakes instead of punishing them for them?
- Do I celebrate learning, not just the outcome?

Case Study: IBM and the "Expensive Lesson" Experiment

In the 1960s, one of IBM's managers caused a loss of over \$10 million due to a mistaken investment. He expected to be fired. Instead, his boss told him: "Fire you? We just invested ten million in your education."

This approach became the foundation of a culture where failure is considered an investment—if processed correctly.

Practical Recommendations:

- **Change your language: not failure, but feedback.** Words shape thinking. Start seeing mistakes as data, not judgment.
- **After every setback, ask yourself three questions:**
 - What did I do right?
 - What didn't work?
 - What will I try differently next time?
- **Make experimenting a habit.** Every week, test something new—an idea, an approach, a tool. Learn on a small scale before big things are at stake.
- **Be inspired by those who fell—and got up again.** Read biographies of people who went through

setbacks and still grew (e.g., Steve Jobs, Oprah Winfrey, Walt Disney).

Henry Ford would say: "Failure is just a pause on the path, not the final destination. Failure is not an end, but a course correction."

Chapter 4: Progress Begins When You Stop Accepting Things As They Are

"Progress begins when you stop accepting things as they are." — Henry Ford

Principle: Non-Acceptance of the Status Quo as the Engine of Innovation

Henry Ford refused to accept a reality where the automobile was a luxury for the wealthy. Instead, he created a new reality—a car for the common person. Where others accepted "how it is," Ford began to ask questions: Why is it this way? And how can it be different? From this emerged a revolution that changed not only industry but also the world.

This thinking forms the basis of any progress: the refusal to passively accept limitations we consider "given." The greatest innovations arise when someone refuses to accept what is commonplace.

Business Relevance: Disruptive Thinking as the Foundation for Growth

In an era of exponential technological development, the ability to challenge established orders is crucial. Companies that survive and grow are not those that adapt, but those that themselves create new standards.

Practical Example:

Netflix refused to accept the prevailing rules of the video rental market. While Blockbuster maintained a classic rental

model with late fees, Netflix changed the entire paradigm: first, subscription by mail, later unlimited streaming. Today, Blockbuster is history, and Netflix is a global leader.

Personal Development: Do Not Accept Limitations Handed Down by Others

How many people live in unfulfilling jobs, in relationships that constrain them, or in bodies that don't suit them— simply because they believed that "that's just how it is"?

Ford's approach can also be applied in the microcosm of each individual. Progress doesn't begin with grand changes, but with the first moment we stop lying to ourselves that "we just have to put up with it."

Company Culture: Innovation as a Natural Reflex

In modern organizations built on principles of agility and innovation, critical thinking is an expected part of every level —from production to strategy. Leaders don't want loyal executors, but courageous creators who dare to say: "This no longer makes sense. Let's do it differently."

Managerial Questions:

- Do I allow people in the company to question what is established?
- Do I celebrate innovative approaches even when they don't immediately lead to success?
- Do I react to changes reactively, or do I actively create them?

Case Study: Apple and Design as Resistance to Mediocrity

Steve Jobs didn't just want to produce functional electronics. He wanted products to "feel beautiful." When engineers said a thinner design wasn't possible, he replied: "Think again." The result was products that changed the entire global market—because someone refused to accept what "couldn't be done."

Practical Recommendations:

- **Question at least one "given" rule per week.** Whether at work or in personal life—ask yourself: "Does it really have to be this way?"
- **Don't accept phrases like "that's not how it's done" or "it's always been that way."** These phrases are the death of progress. Be the one who replaces them with the phrase: "What if we tried it differently?"
- **Observe children.** Children don't take the world as a given. They constantly ask, "Why?"—and that is the beginning of every change.
- **Create an environment where change can happen.** If you lead a team, build a space where people are not punished for rejecting the familiar. Innovation is a consequence of trust.

Henry Ford would say: "The world was not built by the man who accepted things as they are. The world was changed by the one who decided it wasn't enough."

Chapter 5: Focus on Serving Others, Money Will Follow

"Don't strive to make money. Focus on how to serve. Money will come by itself." — Henry Ford

Principle: Profit is a Consequence, Not a Goal

Henry Ford was not a philanthropist in the sense of giving away money—he was a pragmatic visionary. He understood that the only long-term sustainable path to wealth is to create value for others. His goal was not "to make money from cars," but to enable mobility for the average person. Money then was simply a logical consequence of usefulness.

This philosophy is gaining renewed relevance today, at a time when customers expect meaning, authenticity, and real benefit—not just a transaction.

Business Relevance: Value Before Profit

Today's fastest-growing companies—such as Canva, Notion, or Revolut—have one thing in common: their products solve a specific problem or eliminate frustration. The creators of these services often didn't start with the goal of "making millions," but with the question: "How can we make people's lives easier?"

Focusing on utility instead of profit leads not only to more loyal customers but also to greater motivation within teams.

Practical Example:

Patagonia, an outdoor clothing manufacturer, builds its business on the idea of ecological sustainability. Their famous motto, "Don't think about what you can sell. Think about what people really need," led to the creation of a free clothing repair program. The result? Greater customer trust and record turnover—even though the company itself reduces sales by extending the lifespan of its own products.

Personal Development: Utility as a Decision-Making Compass

In personal life, "money-centric" thinking can be limiting. Choosing a career, partner, or lifestyle driven solely by profit often leads to frustration. However, if we ask the question, "Where can I be useful?", not only does the gratitude of others follow, but also a sense of purpose—and that is often followed by financial reward.

Consider: Money is a byproduct of the ability to solve others' problems. If the purpose of your actions is contribution, stability will be the result.

Company Culture: From Customer Support to Genuine Care

In many companies, "customer care" has become just a phrase. But those who take it seriously truly win. Today, a customer knows whether a company is speaking to them from a desire to help—or from a desire to sell.

Managerial Questions:

- Does our product or service provide real utility, or does it just "look good"?

- Do we listen to customers, or do we just tell them something?
- Do our people know why they do their work—for whom and with what impact?

Case Study: IKEA and the Principle of "Democratic Design"

IKEA is built on the idea that functionally designed furniture should not be the privilege of the wealthy. By combining efficient logistics, a modular approach, and an emphasis on people's real needs, the company created a market revolution.

Profit was not primary—the goal was to furnish the homes of millions of people worldwide in an affordable and practical way. And the result? IKEA became the largest furniture retailer on the planet.

Practical Recommendations:

- **Ask: Whom do I serve? And how specifically do I help them?** Keep this question in your daily work. It will keep you focused on value, not just the outcome.
- **Prioritize utility over presentation.** Good marketing isn't enough if the product doesn't help. Ensure that what you promise, you also deliver.
- **Change KPIs: measure utility, not just revenue.** How many lives have we simplified? How many frustrations have we eliminated? These are the metrics that build loyalty.

- **Engage with the customer, not just customer support.** Call them. Ask questions. Be curious. Utility begins where automation ends.

Henry Ford would say: "If you think of others, they will think of you. And if you truly help them, you will never be without work—or without money."

Chapter 6: The Best Competitive Advantage Is Personal Growth

"Companies are never better than the people who make them. And people don't grow if they stop working on themselves." — Paraphrasing Henry Ford's idea

Principle: Unstoppable Growth Starts from Within

Henry Ford was convinced that the development of a machine begins with the development of a person. He believed that the ability to learn, change, and develop one's skills is what separates the good from the exceptional. According to him, corporate success never outpaces the personal development of the people behind the company.

Today, we see this more clearly than ever: the world is changing rapidly, markets are dynamic, and technologies are constantly surpassing themselves. In such an environment, no product, process, or position is a lasting competitive advantage. The only truly lasting advantage is the person who is continuously learning and growing.

Business Relevance: Learning Organizations Win

Companies that survive are those that support the growth of their people. According to Harvard Business Review research, companies with a "learn-it-all" culture are up to 5 times more likely to outperform competitors than those that only rely on a "know-it-all" approach (performance culture).

Practical Example:

Microsoft, under Satya Nadella's leadership, underwent a fundamental transformation. The key was precisely the adoption of growth as a value—a focus on learners, not just achievers. People were encouraged to be curious, learn, and be open to change. The result was a new wave of innovation, culture, and financial growth.

Personal Development: Daily Improvement as a Strategic Habit

Personal growth is not a luxury. It is a discipline that determines how quickly you adapt, how effectively you communicate, how you manage stress, and how quickly you bounce back after a failure.

While most people wait for promotions, rewards, or external motivation, leaders with Ford's mindset ask different questions: "Where can I be 1% better tomorrow than today?" "What new thing will I learn today that will bring me closer to higher value tomorrow?"

Company Culture: Growth as a Measure of Success

If employees do not change during the year—professionally, mentally, or personally—then the company's results will not change either. That is why the best companies invest not only in technology but also in leadership, education, mental health, and the personal self-reflection of their people.

Managerial Questions:

- Are we creating an environment where growth is the norm, not the exception?
- Do we enable people to step out of their comfort zones—safely, but necessarily?

- Do we celebrate only results, or also the effort to improve?

Case Study: Toyota and the "Kaizen" Principle

Toyota is a global symbol of quality, but its true strength lies in the culture of kaizen—daily small improvements. Every employee has the opportunity to propose a change. No one waits for the perfect solution—the direction is what matters. This micro-growth of employees spilled over into the macro-growth of the company.

Practical Recommendations:

- **Implement daily reflection.** Every day, write down: "What did I learn today?"—even if it's just a small thing. Strength comes from small steps.
- **Find a mentor—or become one.** Learning is not a one-way street. Sharing experiences accelerates growth in both directions.
- **Be annoyingly curious.** Learn across fields, from different roles, from junior to expert. Curiosity is the fuel for growth.
- **Prioritize potential over titles.** In your team, observe who wants to grow—not just who has prestigious names on their resume.

Henry Ford would say: "Look at a person not by what they already know—but by how much they are still willing to learn."

Chapter 7: Simplify as Much as Possible

"It is not art to complicate things. The art is to simplify." — Henry Ford

Principle: Simplicity as the Pinnacle of Efficiency

Henry Ford was not fascinated by complexity, but by functionality. He knew that true efficiency does not arise from adding layers, but from removing them. His famous assembly line was not "smarter technology"—it was a smarter organization of work. Through simple logic of continuous flow, he eliminated unnecessary steps, shortened times, and reduced costs.

Simplification is not weakness or a shortcut—it is a form of intelligence. In an era when the world is overwhelmed with information, offers, and options, the ability to simplify things becomes a superpower.

Business Relevance: Complexity Is Expensive, Simplicity Is Scalable

Modern companies fight less with competition and more with their own complexity. Excessive processes, fragmented communication, unnecessary products—all of this slows down growth and increases errors.

Practical Example:

Apple has long built its success on design and functional simplicity. Users don't need to read manuals because the interface "speaks for itself." Apple reduced the number of

models, buttons, and decision options—and created one of the most loyal customer bases in the world. Simplicity has become a luxury.

Personal Development: In Simplicity Lies Peace and Performance

On a personal level, we often live in confusion—too many goals, plans, applications, stimuli. The result is fatigue, lack of clarity, and delayed decisions. But when you start to simplify things—your routine, daily schedule, thinking—you gain not only greater control but also greater strength.

Simplification is not about minimalism for minimalism's sake. It's about removing what doesn't add value.

Ask yourself:

- What am I doing today merely out of habit, not out of need?
- What step, tool, or habit can I completely omit—and nothing will happen (or it might even improve)?

Company Culture: Simplification as a Habit, Not a One-Time Project

Simplicity should not be the result of a redesign, but a part of everyday thinking. In an environment where everyone is motivated to "simplify what can be," a company emerges that grows faster and reacts more flexibly.

Managerial Questions:

- How many internal approval steps add value—and how many just delay action?
- Can we explain our product in one sentence?

- Do we teach people to think simply—or complexly?

Case Study: Ryanair and "Radical Simplicity"

Ryanair built its entire business model on harsh but consistent simplification. A unified fleet, minimal personnel overhead, limited services, direct flights. What others considered "inflexible," Ryanair transformed into profit. The result is one of the most profitable airlines in Europe.

The customer chooses what they need—and pays for it. Everything else is removed.

Practical Recommendations:

- **Regularly declutter.** Once a month, go through your tools, applications, tasks, and routines—and eliminate everything that no longer serves you.
- **One thing at a time.** Instead of a list of ten goals, have one key goal. You'll be more productive and calmer.
- **Say it simply.** Can you explain your idea, product, or project to a five-year-old? If not, you probably don't fully understand it yourself yet.
- **Adopt the "one less step" principle.** With every decision, consider: How can this be done with one less step, person, or tool?

Henry Ford would say: "If something cannot be done simply, you are probably doing it wrong. True genius is revealed only in simplicity."

Chapter 8: Enthusiasm Is the Basis of All Progress

"Enthusiasm is the electricity of life. Once it is in a person, everything around them comes alive." — Henry Ford

Principle: Without Inner Drive, There's No Real Movement

Henry Ford understood enthusiasm not as a "mood," but as a fundamental component of the human engine. Without enthusiasm, no innovation can arise, no overcoming of obstacles, no vision that survives the initial onslaught of reality. Enthusiasm is not "naive optimism"; it's the energy that transforms ideas into reality.

While others waited for ideal conditions, Ford enthusiastically sought ways to improve things. Even when his ideas met resistance—and they often did—his inner drive was stronger than external doubts.

Business Relevance: Enthusiasm Is a Contagious Currency

Teams are inspired not by facts, but by emotion. An enthusiastic person can sweep others along—customers, colleagues, investors. In an age where data is available to everyone, enthusiasm becomes the most underestimated asset in a company.

Practical Example:

Elon Musk faced repeated crises at both SpaceX and Tesla. When rockets exploded and electric cars weren't delivered,

investors pulled back—but his unyielding, even contagious, enthusiasm for the cause attracted more talent and resources. Today, his companies set the direction for entire industries. Enthusiasm drove him where others would have quit.

Personal Development: Enthusiasm Is Not an Emotion, It's a Decision

Many people wait for "something to excite them." But enthusiasm isn't a passive experience—it's an attitude. It's the choice to look for a possibility instead of a problem, an opportunity instead of an excuse. People who can reignite their enthusiasm for what they do every day stand out not only in performance but also in resilience.

Furthermore, enthusiasm generates creativity. The brain, in a positive emotional state, literally functions faster and seeks more solutions.

Consider:

- What do I truly enjoy about my work?
- When was the last time I did something with genuine passion—and what was the result?

Company Culture: Empower People to Be Enthusiastic

Managers often stifle enthusiasm with structures, unnecessary control, or cynicism. Yet, employee enthusiasm is precisely what builds a brand externally and performance internally.

Managerial Questions:

- Do people in the company have space to express their ideas and passion?
- Do we celebrate enthusiasm and courage as much as we celebrate numbers?
- Are we willing to pursue things that excite us, even if the outcome isn't yet certain?

Case Study: LEGO – From the Brink to Prominence Thanks to Enthusiasm

LEGO faced bankruptcy in 2003. Products lost direction, the company tried to be "all things to all people"—and lost its identity. The revival began when leadership bet on what had always connected employees and customers: enthusiasm for creativity, building blocks, and storytelling. The company simplified its portfolio and gave more space to fans. The result was a return to the top and to the hearts of customers.

Practical Recommendations:

- **Start the day with the question: What excites me most today?** This helps your brain activate positive expectations that boost performance.
- **Capture the spark.** Whenever something excites you—an idea, a detail, an opportunity—write it down. A spark has a short life if you don't seize it.
- **Surround yourself with passion, not cynicism.** Work with people who "want to do" things, not just "have to do" them. Enthusiasm is contagious—just like its opposite.

- **Be an ambassador of energy.** Even in tough times, you can be a bearer of the "spirit of progress." Not false optimism, but a belief that it can be done.

Henry Ford would say: "Without enthusiasm, there is no progress. A machine can run on fuel—a person runs on passion."

This chapter really highlights the power of internal drive. What's one thing you're genuinely enthusiastic about right now, either in your work or personal life?

Vážení čtenáři, právě jste dočetli ukázkou z knihy ***100 rules inspired by the philosophy of Henry Ford.***

Pokud se Vám ukázka líbila, na našem webu si můžete zakoupit celou knihu.