

Tesla: Elon Musk and the Bet of the Century

In the early days of Tesla Motors, Elon Musk was often dismissed as a dreamer. He was trying to build an electric car that could compete with gasoline-powered cars, and most people thought he was crazy. But Musk persevered, and today Tesla is one of the most successful car companies in the world.



Power Play: Tesla, Elon Musk, and the Bet of the Century by Tim Higgins

★★★★☆ 4.6 out of 5

Language	: English
File size	: 2293 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 362 pages



Tesla's success is due in large part to Musk's vision and leadership. He is a brilliant engineer and a gifted salesman, and he has been able to attract some of the best talent in the automotive industry to work for Tesla. Musk is also a master of marketing, and he has been able to generate a lot of buzz around Tesla's cars.

Tesla's cars are not cheap, but they are well-made and they offer a number of advantages over traditional gasoline-powered cars. Tesla's cars are also environmentally friendly, and they produce zero emissions.

Tesla's success has helped to raise awareness of electric cars, and it has inspired other car companies to develop their own electric vehicles. Tesla is now a major player in the automotive industry, and it is likely to continue to be a leader in the years to come.

Ashlee Vance's Book

Ashlee Vance's book, *Tesla: Elon Musk and the Bet of the Century*, tells the story of how Tesla Motors came to be. The book is based on Vance's interviews with Musk and other key figures at Tesla. Vance provides a detailed account of the challenges that Tesla faced in the early days, and he shows how Musk's leadership and vision helped the company to overcome those challenges.

Vance's book is a fascinating read for anyone who is interested in Tesla, Elon Musk, or the automotive industry. The book is well-written and it provides a lot of insights into the inner workings of Tesla.

Tesla is a remarkable company, and Elon Musk is a remarkable leader. Tesla's success is a testament to Musk's vision and leadership. Vance's book, *Tesla: Elon Musk and the Bet of the Century*, is a fascinating read for anyone who is interested in Tesla, Elon Musk, or the automotive industry.



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