



# Monsieur Bernar Nahum: A Pioneer of Turkey's Automotive Industry

*Adrian Streater*

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Turkey's current booming automobile industry was carved out of the ashes of a ruined empire. Bernar Nahum, a driving force in this industrial transformation, was determined to make Turkey a "producer," rather than just an assembler or seller of cars. The relations he forged with giant world industries?especially the Ford Motor Company?are fascinating and insightful, opening a window not only into how the "developed" West viewed the East, but also into early attempts at globalization.

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