

## Fortune The Greatest Business Decisions Of All Time How Apple Ford Ibm Zappos And Others Made Radical Choices That Changed The Course Of Business

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The greatest business decisions of all time | Fortune

FORTUNE The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business. by Verne Harnish (2012-10-02) Hardcover – January 1, 1638 by Verne Harnish;Editors of Fortune Magazine (Author) 4.3 out of 5 stars 81 ratings See all 9 formats and editions

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Such decisions made by great business leaders are the subject of Harnish's insightful and revealing new book, The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made Radical Choices that Changed the Course of Business. Determining the most significant business decisions is not an easy task.

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Here management consultant Verne Harnish, the CEO of Gazelles, and Fortune's editors provide the background stories behind the greatest business decisions of all time. In this fully original book, you'll get a glimpse into the thought processes leading up to these groundbreaking moments and will learn how the decisions have shaped the thinking of today's top leaders.

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FORTUNE The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business. Decisions equal success-nothing happens until one is made. Businesses make millions of decisions every day.

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FORTUNE The Greatest Business Decisions of All Time: How ...

The title of this book is FORTUNE The Greatest Business Decisions of All Time and it was written by Verne Harnish, Editors of Fortune Magazine, Jim Collins (Foreword). This particular edition is in a Hardcover format. This books publish date is Oct 02, 2012 and it has a suggested retail price of \$21.95.

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In the book, The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos and others made radical choices that changed the course of business. Harnish and his fellow contributors at Fortune Magazine delve into what they consider the top 10 greatest business decisions. Here are our top five favorites.

What Are The TOP 5 Greatest Business Decisions Of All Time?

Buy Fortune The Greatest Business Decisions of All Time by Verne Harnish (ISBN: 9781603209786) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Below is Harnish ' s personal list of the greatest business decisions of all time. #5 Greatest Decision—General Electric. Jack Welch ' s decision to fully fund a first-in-class training center at...

The Top 5 Business Decisions Of All Time - Forbes

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Fortune Magazine is the author of FORTUNE The Greatest Business Decisions of All Time (3.75 avg rating, 271 ratings, 29 reviews, published 2012), All Abo...

Decisions equal success--nothing happens until one is made. Businesses make millions of decisions every day. But once in a great while a leader makes a truly game-changing decision that shifts not only the strategy of a single company but how everyone does business. These big decisions are counterintuitive-they go against the conventional wisdom. In hindsight, taking a different direction may seem easy, but these bet-the-company moves involve drama, doubt, and high tension. What made Apple's board bring back Steve Jobs to the company? How did Johnson & Johnson decide to recall every bottle of Tylenol after a poisoning scare that involved only a small batch of the drug? What made Henry Ford decide to double the wages of his autoworkers, and how did that change the American economy for the next century? Here management consultant Verne Harnish, the CEO of Gazelles, and Fortune's editors provide the background stories behind the greatest business decisions of all time. In this fully original book, you'll get a glimpse into the thought processes leading up to these groundbreaking moments and will learn how the decisions have shaped the thinking of today's top leaders. The book also contains an insightful foreword by management guru Jim Collins, the author of Built To Last and Good To Great, which explains the importance of decision making in creating a successful company.

Businesses make millions of small decisions every day. Sometimes they add up to success; other times failure. But once in a great while a leader makes a truly game-changing decision that shifts not only the strategy of a single company but how everyone does business. These big decisions are often counter-intuitive, and involve drama, doubt, and high tension. Harnish provides the background stories of some great business decisions, and gives you a glimpse into the thought processes leading up to these moments. -- from Publisher description.

INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside. In this primer on leadership and innovation, the author will

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introduce readers to concepts like the "DRI" (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual ritual in which 100 up-and-coming executives are tapped a la Skull & Bones for a secret retreat with company founder Steve Jobs). Based on numerous interviews, the book offers exclusive new information about how Apple innovates, deals with its suppliers and is handling the transition into the Post Jobs Era. Lashinsky, a Senior Editor at Large for Fortune, knows the subject cold: In a 2008 cover story for the magazine entitled The Genius Behind Steve: Could Operations Whiz Tim Cook Run The Company Someday he predicted that Tim Cook, then an unknown, would eventually succeed Steve Jobs as CEO. While Inside Apple is ostensibly a deep dive into one, unique company (and its ecosystem of suppliers, investors, employees and competitors), the lessons about Jobs, leadership, product design and marketing are universal. They should appeal to anyone hoping to bring some of that Apple magic to their own company, career, or creative endeavor.

“ Authoritative and authentic ” (Elizabeth Holmes), We ’ re Speaking provides inspirational lessons about life, work, and overcoming adversity—drawn from Kamala Harris's norm-shattering ascent to Vice President of the United States. Kamala Harris is one of our country's most awe-inspiring political figures, dawning on a new age as the first—but not last—Black and Asian-American female Vice President. Having spent her entire career smashing glass ceilings and influencing the next generation of young women, Harris has completely redefined what it means to be a woman in politics. In We ’ re Speaking, Palepu connects illuminating stories from Harris ’ unique biography with tactical advice that will teach you to : Own the power of your multitudes Act on and embrace your ambition Develop your unique voice and style Find your North Star to guide your decisions Best of all, We're Speaking will leave you feeling empowered to follow in Harris's footsteps — shattering glass ceilings of your own as you live the life of your dreams!

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

From the world ’ s most influential management consulting firm, McKinsey & Company, an insight-packed, revelatory look at how the best CEOs do their jobs based on extensive interviews with today ’ s most successful corporate leaders—including chiefs at Netflix, JPMorgan Chase, General Motors, and Sony. Being a CEO at any of the world ’ s largest companies is among the most challenging roles in business. Billions, and even trillions, are at stake—and the fates of tens of thousands of employees often hang in the balance. Yet, even when “ can ’ t miss ” high-achievers win the top job, very few excel. Thirty percent of Fortune 500 CEOs last fewer than three years, and two out of five new CEOs are perceived to be failing within eighteen months. For those who shoulder the burden of being the one on whom everyone counts, a manual for excellence is sorely needed. To identify the 21st century ’ s best CEOs, the authors of CEO Excellence started with a pool of over 2400 public company CEOs. Extensive screening distilled that group into an elite corps, sixty-seven of whom agreed to in-depth, multi-hour interviews. Among those sharing their views: Jamie Dimon (JPMorgan Chase), Satya Nadella (Microsoft), Reed Hastings (Netflix), Kazuo Hirai (Sony), Ken Chenault (American Express), Mary Barra (GM), and Peter Brabeck-Letmathe (Nestlé). What came out of those frank, no-holds-barred conversations is a rich array of mindsets and actions that deliver outsized performance. Compelling, practical, and unprecedented in scope, CEO Excellence is a treasure trove of wisdom from today ’ s most elite business leaders.

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company ’ s Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What ’ s more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen ’ s research is that managing these choke points requires a “ founder ’ s mentality ” —behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers: • An insurgent ’ s clear mission and purpose • An unambiguous owner mindset • A relentless obsession with the front line Based on the authors ’ decade-long study of companies in more than forty countries, The Founder ’ s Mentality demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder ’ s mentality throughout their organization and find lasting, profitable growth.

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an

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enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. " Some of the key concepts discerned in the study, " comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people. " Perhaps, but who can afford to ignore these findings?

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