

Iacocca: An Autobiography

Co-founded 40 years ago, by a young engineer named Akio Morita, Sony is now one of the most powerful and respected multinational corporations in the world, and Morita is its outspoken chairman. This autobiography charts the growth of the company, from the initial attempts to make a tape recorder to the sales of Walkman.

A biography of Henry Ford, the industrial visionary who changed the automobile from rich man's toy into affordable necessity.

Architect of 'Operation Flood', the largest dairy development programme in the world, Dr Verghese Kurien has enabled India to become the largest milk producer in the world. A man with a rare vision, Dr Kurien has devoted a lifetime to realizing his dream - empowering the farmers of India. He has engineered the milk cooperative movement in India. It was a sheer quirk of fate that landed him in Anand where a small group of farmers were forming a cooperative, Kaira District Cooperative Milk Producers' Union Limited (better known as Amul), to sell their milk. Intrigued by the integrity and commitment of their leader, Tribhuvandas Patel, Dr Kurien joined them. Since then there has been no looking back. The 'Anand pattern of

cooperatives were so successful that, at the request of the Government of India, he set up the National Dairy Development Board to replicate it across India. He also established the Gujarat Cooperative Milk Marketing Federation to market its products. In these memoirs, Dr Verghese Kurien, popularly known as the 'father of the white revolution', recounts, with customary candour, the story of his life and how he shaped the dairy industry. Profoundly inspiring, these memoirs help up comprehend the magnitude of his contributions and his multifaceted personality.

The outrageously funny, heartbreaking, and surprising story of Tracy Morgan's rise from ghetto wiseass to superstar comedian. Who is Tracy Morgan? The wildly unpredictable funnyman who rocketed to fame on Saturday Night Live? The Emmy-nominated actor behind the sly and ingenious character Tracy Jordan on the award-winning hit sitcom 30 Rock, whose turbulent personal life often mirrors that of his fictional alter ego? Is he Chico Divine, the life of the party—any party, anytime, anywhere—getting ladies pregnant everywhere he goes? Or is he a soulful, tender family man who emerged from a hardscrabble ghetto upbringing and, against all odds, achieved superstardom, raised a solid family, prevailed over a collection of lethal bad habits, and is still ascending new heights and coming into his

own? The answer is: Tracy Morgan is all that. And a bag of potato chips with a 50¢ soda. When he was just a boy living in the Tompkins Projects in Bed-Stuy, Brooklyn, being funny was about survival. With the right snap, Tracy could shut down the playground bullies who picked on him and his physically disabled older brother. And with a wild enough prank, he could exact revenge on whoever stole his Pumas at the community pool. Later, being funny was about escape—from the untouchable sadness of his father's death, from the desperation of the drug dealer's trade, from the life-and-death battles waged on the streets of the South Bronx in the age of crack. But these days being funny is about living his dream—a dream born in the comedy clubs of Harlem and realized on shows like *Martin* and *Saturday Night Live*, where he was a cast member for seven years, and in movies like *The Longest Yard* and *Half-Baked*. With brutal honesty and his trademark take-no-prisoners humor, Tracy tells the story of his rise to fame, with all its highs and its many lows—from the very public battles with alcohol and diabetes that threatened both his career and his life to the private and poignant end of his twenty-year marriage. In his singularly warped and brilliant way he muses on family, love, sex, race, politics, ambition, and what it takes to bring the funny. Hilarious, inspiring, searing,

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and touching, *I Am the New Black* is a fascinating peek inside the minds of one of the most compelling and defining comedians of our time.

A Memoir of Hope

From War to Wall Street, Leading in Times of Crisis

Total Recall

an Autobiography

The Fish That Ate the Whale

Bad Money

Reveals twelve essential habits for success, from having the courage to change and getting out of one's comfort zone to building a set of values and developing a good attitude

When Bob Lutz retired from General Motors in 2010, after an unparalleled forty-seven-year career in the auto industry, he was one of the most respected leaders in American business. He had survived all kinds of managers over those decades: tough and timid, analytical and irrational, charismatic and antisocial, and some who seemed to shift frequently among all those traits. His experiences made him an expert on leadership, every bit as much as he was an expert on cars and trucks. Now Lutz is

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revealing the leaders—good, bad, and ugly—who made the strongest impression on him throughout his career. *Icons and Idiots* is a collection of shocking and often hilarious true stories and the lessons Lutz drew from them. From enduring the sadism of a Marine Corps drill instructor, to working with a washed-up alcoholic, to taking over the reins from a convicted felon, he reflects on the complexities of all-too-human leaders. No textbook or business school course can fully capture their idiosyncrasies, foibles and weaknesses – which can make or break companies in the real world. Lutz shows that we can learn just as much from the most stubborn, stupid, and corrupt leaders as we can from the inspiring geniuses. He offers fascinating profiles of icons and idiots such as... Eberhard von Kuenheim. The famed CEO of BMW was an aristocrat-cum-street fighter who ruled with secrecy, fear, and deft maneuvering. Harold A. "Red" Poling: A Ford CEO and the ultimate bean counter. If it couldn't be quantified, he didn't want to know about it. Lee Iacocca: The legendary Chrysler CEO appeared to be brilliant and bold, but was often vulnerable and insecure behind the scenes. G. Richard "Rick" Wagoner: The perfect peacetime CEO whose superior

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intelligence couldn't save GM from steep decline and a government bailout. As Lutz writes: We'll examine bosses who were profane, insensitive, totally politically incorrect, and who "appropriated" insignificant items from hotels or the company. We'll visit the mind of a leader who did little but sit in his office. We'll look at another boss who could analyze a highly complex profit-and-loss statement or a balance sheet at a glance, yet who, at times, failed to grasp the simplest financial mechanisms—how things actually worked in practice to create the numbers in the real world. The result is a powerful and entertaining guide for any aspiring leader.

Based on hundreds of interviews and reports both published and unpublished, this biography probes the personal and professional Iacocca

Written with Carroll Shelby's full collaboration and with a foreword by Edsel B. Ford II, the great-grandson of Henry Ford, this is the definitive record of America's preeminent twentieth century sports car builder and racer—now available as an ebook. It was motoring author Rinsey Mills' passion for AC cars and motorsports history that led to his first meeting with Carroll

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Shelby. His suggestion that they should collaborate in order to create an accurate record of Shelby's life and achievements at first was rebuffed but later taken up with enthusiasm. This authorized biography is the result. Carroll Shelby: The Authorized Biography was a long time in the making, as Mills left no stone unturned in his quest to produce the complete study of Shelby's remarkable life. He carried out extensive research and conducted numerous interviews, fully capturing the narrative of Carroll Shelby within and outside of the automotive racing world, including his: Childhood in Texas Wartime service with the Army Air Force Postwar entrepreneurship Earliest race wins in 1952 Legendary 1959 victory at the 24 Hours of Le Mans Monumental release of the first Cobra and the formation of Shelby American in 1962 Historical partnership with Ford that would last for decades Personal interests and travels Present-day legacy Fascinating photographs from Shelby's personal collection complete a book whose original hardcover edition was published mere weeks before his passing, making Carroll Shelby: The Authorized Biography a magnificent and lasting tribute to one of the greatest automotive figures of the twentieth century.

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Car Guys vs. Bean Counters

Speeches of Lee Iacocca

I Am the New Black

The Life and Times of America's Banana King

The Battle for the Soul of American Business
an autobiography

Recounts the author's early experiences as a fifteen-year-old Gypsy emigrating with her family from the Soviet Union to the United States.

Focusing on writers over the centuries, the author explores the continuing popularity of autobiographies and accounts for the differences in form and style in men's and women's narratives

The author of *Sweet and Low* presents a historical profile of Samuel Zemurray that traces his rise from a penniless youth to one of the world's wealthiest and most powerful men, offering insight into his capitalist talents and the ways in which his life reflected the best and worst of American business dealings.

A legend in the car industry reveals the philosophy that's starting to turn General Motors around. In 2001, General Motors hired Bob Lutz out of retirement with a mandate to save the company by making great cars again. He launched a war against penny pinching, office politics, turf wars, and risk avoidance. After declaring bankruptcy during the recession of 2008, GM is back on track thanks to its embrace of Lutz's philosophy. When Lutz got into the auto business in the

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early sixties, CEOs knew that if you captured the public's imagination with great cars, the money would follow. The car guys held sway, and GM dominated with bold, creative leadership and iconic brands like Cadillac, Buick, Pontiac, Oldsmobile, GMC, and Chevrolet. But then GM's leadership began to put their faith in analysis, determined to eliminate the "waste" and "personality worship" of the bygone creative leaders. Management got too smart for its own good. With the bean counters firmly in charge, carmakers (and much of American industry) lost their single-minded focus on product excellence. Decline followed. Lutz's commonsense lessons (with a generous helping of fascinating anecdotes) will inspire readers at any company facing the bean counter analysis-paralysis menace.

Trump: The Art of the Deal

The Authorized Biography

Sam Walton

Made In America

American Gypsy

Behind the Wheel at Chrysler

Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who parlayed a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure of his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style. In a story rich with anecdotes and the "rules of the road" of both Main Street and Wall Street, Sam Walton chronicles the inspiration, heart, and optimism that

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propelled him to lasso the American Dream.

Iacocca An Autobiography Bantam

Traces the story of how Henry Ford II endeavored to compete against Enzo Ferrari for dominance in the speed- and style-driven 1960s automobile industry, revealing the pivotal contributions of visionary Lee Iacocca and former racing champion-turned-engineer Carroll Shelby.

Provides straight talk about the major concerns of our lives including our values, American business and economics, and our families.

How Martha Billes Made Canadian Tire Hers

Trump and Autobiography

Iacocca; an Autobiography by Lee Iacocca with William Novak

Improving the Landscape of Your Life

A Lucky Life Interrupted

One Billion Customers

The 1970s and 1980s heralded the rise of neoliberalism in United States culture, fundamentally reshaping life and work in the United States. Corporate culture increasingly penetrated other aspects of American life through popular press CEO autobiographies and management books that encouraged individuals to understand their lives in corporate terms. Propelled into the public eye by the publication of 1989's *The Art of the Deal*, ostensibly a CEO autobiography, Donald Trump has made a career out of reversing the autobiographical impulse, presenting an image of his life that meets his narrative needs. While many scholars have sought a political precedent for Trump's rise to power, this book argues that Trump's aesthetics and life production uniquely primed him for populist political success through their

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reliance on the tropes of popular corporate culture. Trump and Autobiography contextualizes Trump's autobiographical works as an extension of the popular corporate culture of the 1980s in order to examine how Trump constructs an image of himself that is indebted to the forms, genres, and mechanisms of corporate speech and narrative. Ultimately, this book suggests that Trump's appeal and resilience rest in his ability to signify as though he is a corporation, revealing the degree to which corporate culture has reshaped American society's interpretive processes.

The unique story of Wall Street legend Joe Grano—six defining moments in courage, leadership, and determination that will inspire readers of every age, and at every stage in life. From Vietnam to 9/11, from the market crash of '87 to today's financial crisis, Wall Street legend Joe Grano has weathered the most defining crises of the last forty years. Whether leading draftees through combat as a Green Beret in Vietnam, regrouping a team of brokers during the market crash of 1987, or working tirelessly to reopen Wall Street after the attacks on 9/11, Joe has served at the front lines of our nation's most defining moments, leading and even inspiring others when things seem at their darkest. Structured around six specific crises he faced in his life and career, *You Can't Predict a Hero* will describe how Grano was able to triumph over challenges both personal and professional. Whether teaching himself to walk again after sustaining crippling battle wounds, rising from his hardscrabble beginnings to become a top broker at Merrill Lynch, or shepherding the merger of PaineWebber and UBS, his experience has been hard-won and his perspective like no one else's. Through it all, Grano has learned to find the opportunity in any crisis, how to calm and inspire those he leads, and how to find the real solution to what can appear as an insurmountable problem. This dynamic

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book will inspire anyone looking to make sense of our rapidly changing world, and how to grow and even thrive through any challenge. Problems require solutions, and crisis creates true leaders. Joseph J. Grano, Jr. is Chairman and CEO of Centurion Holdings LLC, a company that advises private and public companies. From 2001-2004, Grano was Chairman of UBS Financial Services Inc. (formerly UBS PaineWebber). Having joined the company in 1988, Grano is credited for turning PaineWebber around and shepherding its merger with Swiss banking giant UBS. Grano began his career as a stock broker at Merrill Lynch, where he rose to various senior management positions over 16 years. A decorated war hero, Grano was chosen by the White House to be chairman of the President's Homeland Security Advisory Council after 9/11, a position he held from 2002-2005. The recipient of countless awards for leadership, civic contributions, as well as honorary degrees, he is involved in a wide range of educational and philanthropic endeavors. He and his wife, Kathy, live in New Jersey. Mark Levine has written and collaborated on more than 30 books, including the best sellers *Second Acts*, *Die Broke*, and *Lifescrpts*, as well as hundreds of magazine articles. He lives Ithaca, New York, and is a member of the Authors Guild.

A blueprint for doing business successfully in the rapidly growing Chinese consumer market shares insight into China's remarkable emergence as a global economic power, the nation's seemingly contradictory business practices, and the experiences of high-profile foreign companies and businesspeople. Reprint. 40,000 first printing.

Shortlisted for the Financial Times and Goldman Sachs Business Book of the Year Prize 2008
The Snowball is the first and will be the only biography of the world's richest man, Warren Buffett, written with his full cooperation and collaboration. Combining a unique blend of "The

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Sage of Omaha's" business savvy, life story and philosophy, *The Snowball* is essential reading for anyone wishing to discover and replicate the secrets of his business and life success. Warren Buffett is arguably the world's greatest investor. Even as a child he was fascinated by the concept of risk and probability, setting up his first business at the age of six. In 1964 he bought struggling Massachusetts textile firm Berkshire Hathaway and grew it to be the 12th largest corporation in the US purely through the exercise of sound investing principles - a feat never equalled in the annals of business. Despite an estimated net worth of around US\$62 billion, Buffett leads an intriguingly frugal life taking home a salary of only £50,000 a year. His only indulgence is a private jet, an extravagance he wryly acknowledges by calling it "The Indefensible". In 2006, he made the largest charitable donation on record, with most of it going to the Bill & Melinda Gates Foundation. *The Snowball* provides a comprehensive, richly detailed insight one of the world's most extraordinary and much loved public figures.

Go Like Hell

My Life

Made in Japan

Iacocca

A Memoir

In his trademark straight-talking style, legendary auto executive Lee Iacocca speaks his mind on the most pressing issues facing America today: the shortage of responsible leaders in the business world and in government; the nation's

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damaged relations with its longtime allies; the challenges presented by the emergence of China and India on the world's economic stage; the decline of the American car business; and the state of the American family. Iacocca shares the lessons he's learned from a lifetime of hard work and adventure, of spectacular successes and stunning defeats, of integrity and grace and good old-fashioned American optimism.

A Detroit Free Press reporter demythologizes Lee Iacocca's leadership of Chrysler, demonstrating how salesmanship and self-promotion invariably trumped innovation and investment. "Everyone who cares about American industry should read [this book]" (New York Times Book Review). Index.

A New York Times Notable Book of the Year Elizabeth Tyler MacMann, the ambitious First Lady of the United States (and known in the tabloids as "Lady Bethmac"), is on trial for the death of her philandering husband, and the only man who can save her is the boyfriend she jilted in law school—now the most shameless defense attorney in America. Published to rave reviews, No Way to Treat a First Lady is a hilariously warped love story for our time set in the funniest place in America: Washington, D.C.

"Vintage Iacocca . . . He is fast-talking, blunt, boastful, and unabashedly patriotic. Lee Iacocca is also a genuine folk hero. . . . His career is

breathhtaking.”—Business Week He’s an American legend, a straight-shooting businessman who brought Chrysler back from the brink and in the process became a media celebrity, newsmaker, and a man many had urged to run for president. The son of Italian immigrants, Lee Iacocca rose spectacularly through the ranks of Ford Motor Company to become its president, only to be toppled eight years later in a power play that should have shattered him. But Lee Iacocca didn’t get mad, he got even. He led a battle for Chrysler’s survival that made his name a symbol of integrity, know-how, and guts for millions of Americans. In his classic hard-hitting style, he tells us how he changed the automobile industry in the 1960s by creating the phenomenal Mustang. He goes behind the scenes for a look at Henry Ford’s reign of intimidation and manipulation. He recounts the miraculous rebirth of Chrysler from near bankruptcy to repayment of its \$1.2 billion government loan so early that Washington didn’t know how to cash the check.

Carroll Shelby

Leading a Great Enterprise through Dramatic Change

The Snowball

Talking Straight

Akio Morita and Sony

A Novel

Over the last decade, Indian banks in general and the government-owned public sector ones in particular have gradually got themselves into a big mess. Their bad loans, or loans which haven't been repaid for ninety days or more, crossed Rs 10 lakh crore as of 31 March 2018. To put it in perspective, this figure is approximately seven times the value of farm loan waivers given by all state governments in India put together. And this became the bad money of the Indian financial system. Why were the corporates unable to return these loans? Was it because they had no intention of doing so? Who were the biggest defaulters of them all? Are Vijay Mallya and Nirav Modi just the tip of the iceberg? How much money has the government spent trying to rescue these banks? How are the private sector banks gradually taking over Indian banking? Is your money in public sector banks safe? How are you paying for this in different ways? And what are the solutions to deal with this? In *Bad Money*, Vivek Kaul answers these and many more questions, peeling layer after layer of the NPA (non-performing assets) problem. He goes back to the history of Indian banking, providing a long, deep and hard look

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at the overall Indian economy. The result is a gripping financial thriller that is a must for understanding a crisis that threatens our banking system and economy.

This enhanced edition of Total Recall holds 16 videos clips, including behind the scenes footage from Terminator 3, political speeches from the Governor years and clips from Pumping Iron. In this fully illustrated ebook, Arnold Schwarzenegger takes us through each of the 170+ photographs and narrates each image. In his signature larger-than-life style, Arnold Schwarzenegger's Total Recall is a revealing self-portrait of his illustrious, controversial and truly unique life. Born in a small Austrian town in 1947, a year of famine, he was the son of an austere police chief. He dreamed of moving to America to become a bodybuilding champion and a movie star. By the age of 21, he was living in Los Angeles and had been crowned Mr Universe. Within five years, he had learned English and become the greatest bodybuilder in the world. Within ten years, he had earned his college degree and was a millionaire from his business enterprises in real estate, landscaping and bodybuilding. He was also the winner of a Golden Globe Award for his debut as a

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dramatic actor in Stay Hungry. But that was only the beginning. The Terminator spawned numerous sequels and made him one of Hollywood's biggest stars, as he had a series of hit films including Predator, Total Recall, True Lies and Twins. He married Maria Shriver, becoming part of the Kennedy clan, while going on to become the Republican governor of California, where he led the state through a budget crisis, natural disasters and political turmoil. It is the greatest immigrant success story of our time. His story is unique, and uniquely entertaining, and he tells it brilliantly in these pages. Until now, he has never told the full story of his life, in his own voice. Here is Arnold, with total recall.

The celebrated chief executive officer of Chrysler Corporation offers a straightforward account of his career at Ford, of the recent resurgence of Chrysler, and of what is wrong and right with American business

The must-read summary of Lee Iacocca and William Novak's book: "Iacocca: An Autobiography". This complete summary of the ideas from Lee Iacocca and William Novak's book "Iacocca" tells the story of Lee Iacocca and his career as a general manager for the

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world's biggest car companies. In their book, the authors reveal how Iacocca dealt with the massive challenges of the motor industry and how he took Chrysler and turned it around, leading it to \$925 million profit in 1983. This summary also explains Iacocca's vision for the future: more investment in students who want to go into technology, investment in the national transport infrastructure and encouraging greener energy. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "Iacocca" and discover the secrets behind the success of this ground-breaking general manager.

Inside the NPA Mess and How It Threatens the Indian Banking System

Straight Talk on Leadership

Reflections on Autobiography

Summary: Iacocca

I Gotta Tell You

The Unknown Iacocca

NEW YORK TIMES BESTSELLER • WITH A NEW PREFACE BY THE AUTHOR • A powerful memoir of a dramatic year spent battling cancer and reflecting on

a long, happy, and lucky life—from the bestselling author of The Greatest Generation, whose iconic career in journalism has spanned more than fifty years Tom Brokaw has led a fortunate life, with a strong marriage and family, many friends, and a brilliant journalism career culminating in his twenty-two years as anchor of the NBC Nightly News and as bestselling author. But in the summer of 2013, when back pain led him to the doctors at the Mayo Clinic, his run of good luck was interrupted. He received shocking news: He had multiple myeloma, a treatable but incurable blood cancer. Friends had always referred to Brokaw’s “lucky star,” but as he writes in this inspiring memoir, “Turns out that star has a dimmer switch.” Brokaw takes us through all the seasons and stages of this surprising year, the emotions, discoveries, setbacks, and struggles—times of denial, acceptance, turning points, and courage. After his diagnosis, Brokaw began to keep a journal, approaching this new stage of his life in a familiar role: as a journalist, determined to learn as much as he could about his condition, to report the story, and help others facing similar battles. That journal became the basis of this wonderfully written memoir, the story of a man coming to terms with his own mortality, contemplating what means the most to him now, and reflecting on what has meant the most to him throughout his life. Brokaw also pauses to look back on some of the

important moments in his career: memories of Nelson Mandela, the Dalai Lama, the fall of the Berlin Wall, the morning of September 11, 2001, in New York City, and more. Through it all, Brokaw writes in the warm, intimate, natural voice of one of America's most beloved journalists, giving us Brokaw on Brokaw, and bringing us with him as he navigates pain, procedures, drug regimens, and physical rehabilitation. Brokaw also writes about the importance of patients taking an active role in their own treatment, and of the vital role of caretakers and coordinated care. Generous, informative, and deeply human, A Lucky Life Interrupted offers a message of understanding and empowerment, resolve and reality, hope for the future and gratitude for a well-lived life. Praise for A Lucky Life Interrupted "It's impossible not to be inspired by Brokaw's story, and his willingness to share it."—Los Angeles Times "A powerful memoir of battling cancer and facing mortality . . . Through the prism of his own illness, Brokaw looks at the larger picture of aging in America."—Booklist (starred review) "Moving, informative and deeply personal."—The Daily Beast "The former NBC News anchor has applied the fact-finding skills and straightforward candor that were his stock in trade during his reporting days to A Lucky Life Interrupted."—USA Today "Brokaw doesn't paste a smiley face on his story. Again and again, the book returns to stories of

loss but also of grace, luck and the beauty of having another swing at bat.”—The Washington Post “Engaging . . . [with] the kind of insight that is typical of Mr. Brokaw’s approach to life and now to illness.”—The Wall Street Journal “Powerful and courageous . . . [Brokaw] looks ahead to the future with hope.”—Bookreporter

The basketball superstar reflects on his boyhood in Michigan, college career, NBA success, teammates, friends and family, HIV infection, and his new status as a role model

President Donald J. Trump lays out his professional and personal worldview in this classic work—a firsthand account of the rise of America’s foremost deal-maker. “I like thinking big. I always have. To me it’s very simple: If you’re going to be thinking anyway, you might as well think big.”—Donald J. Trump Here is Trump in action—how he runs his organization and how he runs his life—as he meets the people he needs to meet, chats with family and friends, clashes with enemies, and challenges conventional thinking. But even a maverick plays by rules, and Trump has formulated time-tested guidelines for success. He isolates the common elements in his greatest accomplishments; he shatters myths; he names names, spells out the zeros, and fully reveals the deal-maker’s art. And throughout, Trump talks—really talks—about how he does it. Trump: The Art of the Deal is an

unguarded look at the mind of a brilliant entrepreneur—the ultimate read for anyone interested in the man behind the spotlight. Praise for Trump: The Art of the Deal “Trump makes one believe for a moment in the American dream again.”—The New York Times “Donald Trump is a deal maker. He is a deal maker the way lions are carnivores and water is wet.”—Chicago Tribune “Fascinating . . . wholly absorbing . . . conveys Trump’s larger-than-life demeanor so vibrantly that the reader’s attention is instantly and fully claimed.”—Boston Herald “A chatty, generous, chutzpa-filled autobiography.”—New York Post

The book concludes with speeches delivered on special occasions, such as commencements and the celebration of the Statue of Liberty, when Iacocca donned the role of celebrity and statesman.

**Corporate Culture, Political Rhetoric, and Interpretation
Driven**

No Way To Treat a First Lady

Can't Buy Me Love

Lessons from the Front Lines of Doing Business in China

When Memory Speaks

Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer

business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

Who Says Elephants Can't Dance?

An Autobiography

I Too Had a Dream

A Photobiography of Henry Ford

Icons and Idiots

Where Have All the Leaders Gone?