

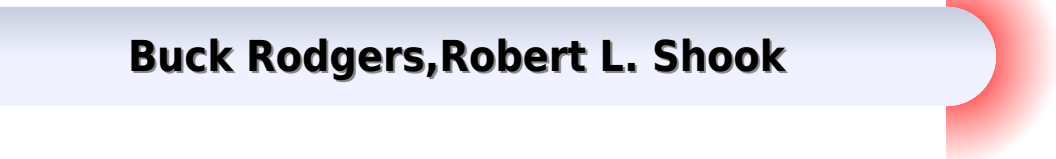
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Buck Rodgers, Robert L. Shook



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The IBM Way Buck Rodgers, Robert L. Shook, 2011-04-05 IBM is one of the greatest sales and marketing organizations ever assembled Established over seventy years ago it now employs 400 000 people and generates 50 billion a year in revenue Yet it operates more like a cottage industry than a huge multinational organization How does IBM do it That s what even the most successful companies want to know Now Buck Rodgers the man who has personified the IBM way describes for the first time the reasons behind its extraordinary achievements He has not written a company history or an expos or a book on management theory He has written a book about everything that makes IBM IBM as only an insider could The IBM Way Francis G. Rodgers, 1986 The IBM way Buck Rodgers, 1982 **IBM** James W. Cortada, 2023-08-01 A history of one of the most influential American companies of the last century For decades IBM shaped the way the world did business IBM products were in every large organization and IBM corporate culture established a management style that was imitated by companies around the globe It was Big Blue an icon And yet over the years IBM has gone through both failure and success surviving flatlining revenue and forced reinvention The company almost went out of business in the early 1990s then came back strong with new business strategies and an emphasis on artificial intelligence In this authoritative monumental history James Cortada tells the story of one of the most influential American companies of the last century Cortada a historian who worked at IBM for many years describes IBM s technology breakthroughs including the development of the punch card used for automatic tabulation in the 1890 census the calculation and printing of the first Social Security checks in the 1930s the introduction of the PC to a mass audience in the 1980s and the company s shift in focus from hardware to software He discusses IBM s business culture and its orientation toward employees and customers its global expansion regulatory and legal issues including antitrust litigation and the track records of its CEOs The secret to IBM s unequalled longevity in the information technology market Cortada shows is its capacity to adapt to changing circumstances and technologies

Marketing As Strategy Nirmalya Kumar, 2004-05-05 CEOs are more than frustrated by marketing s inability to deliver results Has the profession lost its relevance Nirmalya Kumar argues that although the function of marketing has lost ground the importance of marketing as a mind set geared toward customer focus and market orientation has gained momentum across the entire organization This book challenges marketers to change their role from implementers of traditional marketing functions to strategic coordinators of organization wide initiatives aimed at profitably delivering value to customers Kumar outlines seven cross functional and bottom line oriented initiatives that can put marketing back on the CEO s agenda and elevate its role in shaping the destiny of the firm **Hofstede Matters** Sławomir J. Magala, Christiane Erten, Roger Matthew Bell, Marie-Therese Claes, Senem Yazici, Atila Karabag, 2024-04-30 Hofstede Matters offers an updated presentation of the evolving views of academics and teachers who have worked with Hofstede s research findings since the publication of the first edition of *Culture s Consequences* in 1980 The authors reflect on their changing beliefs about the

concept of cultural dimensions that led to a radical change in the way cultures were dealt with in business schools across Europe and beyond Hofstede's dimensions made thinking about culture more accessible overnight by creating a conceptual framework that teachers, students, managers and consultants could grasp and easily apply in international comparisons. The book shows the man behind the value dimensions framework through the eyes of teachers and academics, many of whom dealt with Hofstede personally. Contemporary contributors as well as younger academic fellow researchers evaluate the past paradigms and look behind the scenes to better understand the developments of the more recent ones. Jointly they try to decide if Hofstede still helps us to overcome uncertainty when confronted with actions undertaken with different values in mind. Did he nudge us in the desirable direction? Offering a unique analysis of the strengths, criticisms and legacy of Hofstede's work, this book will appeal to academics and students across disciplines including cross-cultural management, critical management studies and international management.

InfoWorld, 1987-09-07 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies and projects.

ADVERTISING SANGEETA SHARMA, RAGHUVIR SINGH, 2006-01-01 Advertising has today become an indispensable marketing tool of the corporate world. The advent of the Internet, e-commerce, desktop publishing and computer-aided designing has revolutionized the advertising world. This book provides an in-depth coverage of the concepts related to advertising, media planning and creativity in advertising. Divided into five parts, the text covers all the important aspects of advertising, including the changing face of the advertising world, web advertising and the concept of Integrated Marketing Communications (IMC). It describes in detail how to develop and execute an effective advertising campaign by understanding consumers' mind and conducting advertising and media research. It enables the reader to assess, review and modify an advertising campaign or a media plan.

KEY FEATURES A large number of ads, current as well as from the past, are used to elucidate the concepts. The text helps the reader analyze an ad copy and find its relevance to the product. Case studies on popular brands are provided throughout the text to assist the reader in understanding the key elements of successful brand building. The book is primarily intended to serve as a text for postgraduate students of management and the students pursuing various courses in advertising.

How to Spot the Next Starbucks, Whole Foods, Walmart, or McDonald's Before its Shares Explode Mark Tier, 2025-06-25 Everyone knows the basic golden rule of investing: Buy Low, Sell High. But how many of us ever really understand the stock market, how to recognize the next big thing and how to capitalize off of it once you do? The truth is, not many of us would all be millionaires. It seems like early investors in big companies like Facebook and Google had to have won the lottery of investing and just gotten really lucky, but there's more to it than that. There's a science to the Next Big Thing strategy, and Mark Tier understands it. In *How to Spot the Next Starbucks, Whole Foods, Walmart or McDonald's BEFORE Its Shares Explode*, Tier shows readers that explosive brands like Starbucks, Whole Foods, McDonald's and Walmart didn't become successful on accident. Through in-depth and accessible case studies, Tier pulls back the curtain

on the early Key Performance Indicators that each of these major companies showed even at their earliest stages Once you learn how to recognize these makings of success you too will be able to spot the next Starbucks **Beyond Engineering**

Robert Pool,1997-07-17 We have long recognized technology as a driving force behind much historical and cultural change Now in Beyond Engineering science writer Robert Pool turns the question around to examine how society shapes technology Drawing on such disparate fields as history economics risk analysis management science sociology and psychology Pool illuminates the complex often fascinating interplay between machines and society in a book that will revolutionize how we think about technology We tend to think that reason guides technological development that engineering expertise alone determines the final form an invention takes But if you look closely enough at the history of any invention says Pool you will find that factors unrelated to engineering seem to have an almost equal impact In his wide ranging volume he traces developments in nuclear energy automobiles light bulbs commercial electricity and personal computers to reveal that the ultimate shape of a technology often has as much to do with happenstance business acumen and cultural context Whether discussing bovine growth hormone nuclear power plants or baboon to human transplants Beyond Engineering is an engaging look at modern technology and an illuminating account of how technology and the modern world shape each other

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