From Out of the Blue: Three Former IBM Executives Tell it Like it Was - Frank Broad, Tony Gladwin and Bob Marvin

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This is an insider's view of IBM's roller-coaster progression over the last 30 years - how the corporation built success and what it took to survive within it. The authors have spent the majority of their working lives with IBM. They have seen the corporation's development from the inside out - they know what it took to build and sustain the biggest computer company in the world, and what the costs were in both human and strategic terms. In this book, they share their experiences: the lessons they have learnt personally and the insights they have gleaned from nearly 100 years' combined service in the corporation. It gives a perspective on the factors underlying IBM's success; it is both a celebration and a slanted critique of the way the company has established and fought to defend its leadership in the sector in which it operates.

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