

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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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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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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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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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?

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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.

This breakthrough study examines how business decisions explain successful and unsuccessful performance. Real world and academic research is evaluated, including interviews and cases studies, to create a model of how decisions and performance are connected for businesses of all sizes. Recommendations are made to optimize decision making and projections about the future of decision making and performance are provided.

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 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.

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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 ChecklistTM, 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!

"With good judgment, little else matters. Without it, nothing else matters." Whether we're talking about United States presidents, CEOs, Major League coaches, or wartime generals, leaders are remembered for their best and worst judgment calls. In the face of ambiguity, uncertainty, and conflicting demands, the quality of a leader's judgment determines the fate of the entire organization. That's why judgment is the essence of leadership. Yet despite its importance, judgment has always been a fairly murky concept. The leadership literature has been conspicuously quiet on what, exactly, defines it. Does judgment differ from common sense or gut instinct? Is it a product of luck? Of smarts? Or is there a process for making consistently good calls? Noel Tichy and Warren Bennis have each spent decades studying and teaching leadership and advising top CEOs such as Jack Welch and Howard Schultz. Now, in their first collaboration, they offer a powerful framework for making tough calls when the stakes are high and the right path is far from obvious. They show how to recognize the critical moment before a judgment call, when swift and decisive action is essential, and also how to execute a decision after the call. Tichy and Bennis bring their three-dimensional model to life with interviews with world-class leaders who have thrived or suffered because of their judgment calls. These stories include: • Jeff Immelt, CEO of General Electric, whose judgment to grow through research and development transformed GE into the world's premier technology growth company. • Joel Klein, chancellor of the New York City Department of Education, who made tough calls about teachers, students, and parents while turning around a troubled school system. • Jim McNerney, CEO of Boeing, whose strategic judgment helped him reinvigorate his company and restore a culture of trust and respect. • The late general Wayne Downing, who found an unexpected opportunity in the midst of crisis when he led the Special Operations raid to capture Manuel Noriega. • A. G. Lafley, CEO of Procter & Gamble, who bet \$57 billion to purchase Gillette and reinvent his company. • Brad Anderson, CEO of Best Buy, who made the call to commit totally to a customer-centric strategy and led his people to execute it. Whether you're running a small department or a global corporation, Judgment will give you a framework for evaluating any situation, making the call, and correcting if necessary during the execution phase. It will show you how to handle the overlapping domains of people, strategy, and crisis management. And it will help you teach your entire team to make the right call more often. No organization can afford to neglect this crucial discipline—and no previous book has ever brought it into such clear focus.

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.

"Based on extensive interviews with today's . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence"--

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 enterprise from the verybeginning. 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?

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.

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