



Who Says Elephants Can't Dance?

Louis V. Gerstner Jr.

Download now

[Click here](#) if your download doesn't start automatically

Who Says Elephants Can't Dance?

Louis V. Gerstner Jr.

Who Says Elephants Can't Dance? Louis V. Gerstner Jr.

In 1990, IBM had its most profitable year ever. By 1993, the computer industry had changed so rapidly the company was on its way to losing \$16 billion and IBM was on a watch list for extinction -- victimized by its own lumbering size, an insular corporate culture, and the PC era IBM had itself helped invent.

Then Lou Gerstner was brought in to run IBM. Almost everyone watching the rapid demise of this American icon presumed Gerstner had joined IBM to preside over its continued dissolution into a confederation of autonomous business units. This strategy, well underway when he arrived, would have effectively eliminated the corporation that had invented many of the industry's most important technologies.

Instead, Gerstner took hold of the company and demanded the managers work together to re-establish IBM's mission as a customer-focused provider of computing solutions. Moving ahead of his critics, Gerstner made the hold decision to keep the company together, slash prices on his core product to keep the company competitive, and almost defiantly announced, "The last thing IBM needs right now is a vision."

Who Says Elephants Can't Dance? tells the story of IBM's competitive and cultural transformation. In his own words, Gerstner offers a blow-by-blow account of his arrival at the company and his campaign to rebuild the leadership team and give the workforce a renewed sense of purpose. In the process, Gerstner defined a strategy for the computing giant and remade the ossified culture bred by the company's own success.

The first-hand story of an extraordinary turnaround, a unique case study in managing a crisis, and a thoughtful reflection on the computer industry and the principles of leadership, *Who Says Elephants Can't Dance?* sums up Lou Gerstner's historic business achievement. Taking readers deep into the world of IBM's CEO, Gerstner recounts the high-level meetings and explains the pressure-filled, no-turning-back decisions that had to be made. He also offers his hard-won conclusions about the essence of what makes a great company run.

In the history of modern business, many companies have gone from being industry leaders to the verge of extinction. Through the heroic efforts of a new management team, some of those companies have even succeeded in resuscitating themselves and living on in the shadow of their former stature. But only one company has been at the pinnacle of an industry, fallen to near collapse, and then, beyond anyone's expectations, returned to set the agenda. That company is IBM.

Lou Gerstner, Jr., served as chairman and chief executive officer of IBM from April 1993 to March 2002, when he retired as CEO. He remained chairman of the board through the end of 2002. Before joining IBM, Mr. Gerstner served for four years as chairman and CEO of RJR Nabisco, Inc. This was preceded by an eleven-year career at the American Express Company, where he was president of the parent company and chairman and CEO of its largest subsidiary. Prior to that, Mr. Gerstner was a director of the management consulting firm of McKinsey & Co., Inc. He received a bachelor's degree in engineering from Dartmouth College and an MBA from Harvard Business School.

 [**Download** Who Says Elephants Can't Dance? ...pdf](#)

 [**Read Online** Who Says Elephants Can't Dance? ...pdf](#)

Download and Read Free Online Who Says Elephants Can't Dance? Louis V. Gerstner Jr.

From reader reviews:

Doris Moreno:

What do you concerning book? It is not important together with you? Or just adding material if you want something to explain what your own problem? How about your extra time? Or are you busy individual? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have free time? What did you do? All people has many questions above. The doctor has to answer that question because just their can do this. It said that about reserve. Book is familiar on every person. Yes, it is suitable. Because start from on guardería until university need this specific Who Says Elephants Can't Dance? to read.

Scott Halpin:

As people who live in often the modest era should be revise about what going on or info even knowledge to make these keep up with the era which is always change and progress. Some of you maybe may update themselves by looking at books. It is a good choice for you personally but the problems coming to anyone is you don't know which you should start with. This Who Says Elephants Can't Dance? is our recommendation to make you keep up with the world. Why, because book serves what you want and want in this era.

Eleanor Hotchkiss:

What is your hobby? Have you heard this question when you got learners? We believe that that query was given by teacher with their students. Many kinds of hobby, Everybody has different hobby. Therefore you know that little person just like reading or as reading become their hobby. You need to understand that reading is very important in addition to book as to be the matter. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You find good news or update in relation to something by book. Numerous books that can you go onto be your object. One of them are these claims Who Says Elephants Can't Dance?.

Sam Dickson:

Reading a publication make you to get more knowledge from this. You can take knowledge and information from the book. Book is published or printed or illustrated from each source that will filled update of news. On this modern era like today, many ways to get information are available for an individual. From media social like newspaper, magazines, science publication, encyclopedia, reference book, new and comic. You can add your knowledge by that book. Are you hip to spend your spare time to open your book? Or just looking for the Who Says Elephants Can't Dance? when you essential it?

Download and Read Online Who Says Elephants Can't Dance?
Louis V. Gerstner Jr. #PICXJYK2MZ9

Read Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. for online ebook

Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. books to read online.

Online Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. ebook PDF download

Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. Doc

Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. Mobipocket

Who Says Elephants Can't Dance? by Louis V. Gerstner Jr. EPub