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Paul Carroll

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Paul Carroll : Big Blues: the Unmaking of Ibm before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Blues: the Unmaking of Ibm:

1 of 1 people found the following review helpful. IBM from 1981 to 1993By Rowena T. MasonFor anyone interested in IBM's recent history, this is an excellent account. It shows how IBM failed to adapt to the effects of new technology in the 1980's. At the end of this period, Lou Gerstner took over as CEO. If you also read Lou Gerstner's book "Who Says Elephants Can't Dance," you can get some idea how in this archetypal U.S. company, workers were shoved aside for the sake of success after the failure that came to a head in 1993. Lou was ruthless and greedy, but his formula for centralization saved the company for the time being. In the process, workers were exploited to some extent and security disappeared from their lives. I wonder how long this solution will continue to work. I think that an organization that disregards its workers' needs is vulnerable. At least two possibilities exist: the company weakens because of lack of support from its employees or employees get more power by force. The conflict between haves and have-nots damages the business. Dictatorships are unstable.0 of 1 people found the following review helpful. Andrew's christmas presentBy Kristal EvansThis was a gift for my neice's husband. As far as I know he likes it very much and is reading it right now.2 of 3 people found the following review helpful. Good in its way, just don't take it too seriouslyBy LinksmanThis book isnt all I hoped for. Mostly, it offers the kind of breathless business as sports reporting one expects from the WSJ, mostly Monday morning quarterbacking and fawning hero worship fixated on executive wardrobes, perquisites and personalities. Despite all this the book is worth reading. It demonstrates how IBM failed in a revolutionary business because its primary goal was protecting an entrenched business which had become fossilized and was doomed by the very personal computer technology IBM had pioneered and found itself

working overtime to screw up. I didnt find the personalities of IBMs organization men terribly interesting, and the personalities of the Microsoft revolutionaries werent interesting to me either. All these smart people, brilliant people, wasting the best years of their lives piling up riches while sleeping in personal squalor at their desks has always made me laugh, but maybe thats just me. Hopefully, we will some day grow up here in America and reengineer the concept of success. What, after all, is wrong with a bit of interesting work, some family life, a few hours of relaxation and a good nights sleep? Books like this one suggest all that is for losers, and how in the world can a sane person give such a book more than 2 stars?