



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:

Paul Henson:

Information is provisions for anyone to get better life, information currently can get by anyone in everywhere. The information can be a information or any news even a huge concern. What people must be consider while those information which is inside former life are challenging to be find than now's taking seriously which one is suitable to believe or which one often the resource are convinced. If you get the unstable resource then you understand it as your main information it will have huge disadvantage for you. All those possibilities will not happen with you if you take Who Says Elephants Can't Dance? as your daily resource information.

Christine Curnutt:

Who Says Elephants Can't Dance? can be one of your beginner books that are good idea. Most of us recommend that straight away because this guide has good vocabulary that may increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to set every word into delight arrangement in writing Who Says Elephants Can't Dance? nevertheless doesn't forget the main stage, giving the reader the hottest and based confirm resource info that maybe you can be certainly one of it. This great information can easily drawn you into brand-new stage of crucial thinking.

Sharon Hite:

Are you kind of hectic person, only have 10 or even 15 minute in your day to upgrading your mind skill or thinking skill also analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your short time to read it because all of this time you only find e-book that need more time to be go through. Who Says Elephants Can't Dance? can be your answer as it can be read by you actually who have those short free time problems.

Leesa Banta:

Beside this Who Says Elephants Can't Dance? in your phone, it could possibly give you a way to get nearer to the new knowledge or info. The information and the knowledge you may got here is fresh in the oven so don't possibly be worry if you feel like an previous people live in narrow village. It is good thing to have Who Says Elephants Can't Dance? because this book offers to you personally readable information. Do you oftentimes have book but you would not get what it's interesting features of. Oh come on, that won't happen if you have this in the hand. The Enjoyable blend here cannot be questionable, like treasuring beautiful island. Use you still want to miss the idea? Find this book as well as read it from at this point!

**Download and Read Online Who Says Elephants Can't Dance?
Louis V. Gerstner Jr. #MW8JFL6HQIS**

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