



Who Says Elephants Can't Dance?: Leading a Great Enterprise through Dramatic Change

Louis V., Jr. Gerstner

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Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing Ibm back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies - McKinsey, American Express, Rjr Nabisco - Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.



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