



## **The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business.**

*Verne Harnish, Fortune Magazine, James C. Collins (Foreword)*

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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.

## ADVANCED PRAISE FOR FORTUNE Greatest Business Decisions

"CEOs make thousands of decisions every year, but only a few of them have dramatic impact on a company's brand, performance, and culture. IBM knows something about those types of 'big bets.' This book is a concise look at some of those big decisions and the C-suite moves that separated winners from the competition." - **Samuel J. Palmisano**, Chairman and former CEO, IBM

"A great resource! Learning about how others make great decisions can help you make great decisions! A fascinating, practical history that can change the way that you make decisions. Required reading for decision-makers- at all levels!" -**Marshall Goldsmith**, named the No. 1 Leadership Thinker in the World by Thinkers50, is a consultant and author of the New York Times bestsellers *MOJO* and *What Got You Here Won't Get You There*.

"When you look at the best business decisions that have been made throughout the years, a clear pattern emerges: The best decisions require not only great insight, but courage and commitment as well. The greatest business leaders are the ones who focus their energy not solely on profits, but on improving people's lives. These important lessons from our past, which this book brings to light, are more relevant than ever today."

**-Bill Ford**, Executive Chairman, Ford Motor

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Date : Published October 2nd 2012 by Time Home Entertainment

ISBN :

Author : Verne Harnish , Fortune Magazine , James C. Collins (Foreword)

Format : Kindle Edition 208 pages

Genre : Business, Nonfiction, History

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## **From Reader Review The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business. for online ebook**

### **Summer says**

This book made me understand lots of business elements and how wise instant actions at crisis time make a huge difference in the companies' long life.

Amazing stories ... And how those decision affected our current life.

I believe every person should read this book, and it deserves to be read twice at least.

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### **Payam Zamani MD says**

#### **Solidly mediocre.**

I cannot recommend this book. It is filled with fluff and empty stories that go nowhere. With all the great business books available, you are better suited spending your time reading something of value.

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### **Lahiru Perera says**

Enjoyable read on some of the best business decisions ever made. Would have preferred a more in depth look at some of the stories though.

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### **Stephen Lubin says**

I think that this book is ok. It's like a really long blog post. The amount of research seems to be pretty surface level. It is a good collection of case studies. The book is an easy and quick read which is the main reason it's attractive. I can definitely see how this book is spawned from a magazine. Would not recommend but am not upset that I read it.

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### **Jeffrey Restel says**

\$3.99

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### **Faizan Kagzi says**

I would recommend this book to everyone who are into business and at the managerial level.

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### **Marjorie Bucknor says**

I don't usually read these type of books, but this goes along with my Management class very nicely. Short, interesting chapters makes it a fast read. Learned a lot as well. Highly recommended.

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### **Cody says**

This book was a set of historical case studies, surprisingly global in scope, that described and reflected upon key decisions made by major companies throughout the past hundred years. They are well presented and interestingly written... Lots of great fodder for entrepreneurs. Exceptional read.

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### **Lynn says**

The author might've overstated the impacts these decisions had on the companies' long-term success while failing to mention couple others. But informative case studies nonetheless and an enjoyable read.

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### **Victor Nobrega says**

#### **Thoroughly enjoyable**

I love books like this. Well written and informative covers what the author's believe are the top business decisions made. With historical and economic context it is a really enjoyable read.

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### **Nathan says**

A biography of great business decisions! This book is entertaining and well written.

Verne and his colleagues explore some of the greatest business decisions of the last 200 years. Companies that faces critical inflections points in their future and made a bold decision or adopted a bold approach that transformed the way they worked and rippled across other companies and sectors.

The book provides insights into the decisions and their background, and even contains two non-US businesses :-)

I would happily read a sequel with similar stories. My only request for a future edition would be to include a bibliography - 1-2 articles or books that provide further depth on the organisation, the decision and the decision-maker.

