

IBM Redux: Lou Gerstner And The Business Turnaround Of The Decade

Doug Garr

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Harper Success Here's the Inside Story - Fast Company IBM Redux: Lou Gerstner and the Business. - Google Books Author: Doug Garr Author, Title: IBM Redux: Lou Gerstner and the Business Turnaround of the Decade Paperback, Publisher: Harpercollins, Category: Books,. 19 Sep 2000. When Lou Gerstner took the helm at IBM in 1993, the company was headed toward bankruptcy. Six years later Big Blue was back and better Doug Garr LinkedIn Bibliography: Includes bibliographical references p. 353-367 and index. Publisher's Summary: When Lou Gerstner, a high-tech neophyte, took the helm at IBM Redux: Lou Gerstner and the Business Turnaround of the. 24 Oct 1999. IBM REDUX Lou Gerstner and the Business Turnaround of the Decade. By Doug Garr. 375 pp. New York: Harper Business. \$27.50. IBM Redux: Lou Gerstner and the Business Turnaround of the Decade IBM Redux: Lou Gerstner and the Business Turnaround of. - Trove Rather, its appeal comes in the details: how Gerstner decided to forgo splashy graphics. 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