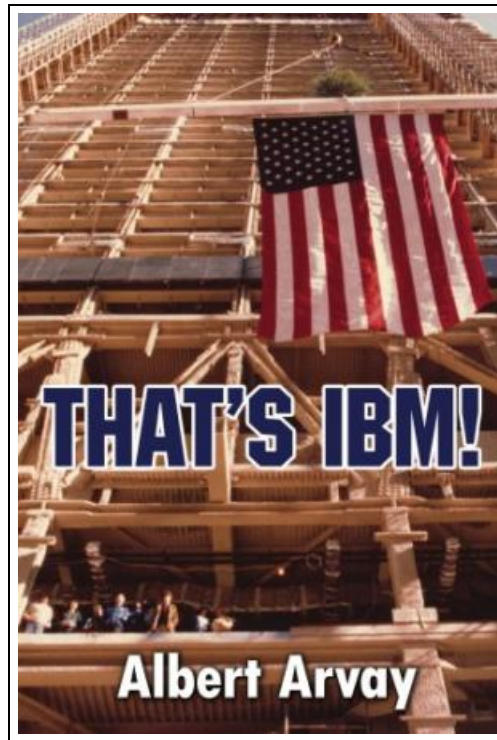


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AUTHORHOUSE, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.So you believe that corporation life is dull, cut-and-dried, and strictly stuffed shirt? Well, methinks you re in for quite a surprise once you ve delved into this fascinating, humorous account of my twenty-year association with IBM, the global trailblazing pioneer of the computer world, nicknamed by the Wall Street Journal and referred to in this book as Big Blue. This book, although occasionally seeming incredible regarding one s assumption of corporate decorum, and of a global corporation s high regard for human dignity, is by no means a distortion of the author s memory or imagination. For example, when forced by competition and other causes to drastically downsize its staff, what corporation would choose to pay off rather than lay off a huge number of employees-at a cost of \$5,000 per year of past service per voluntary retiree? What other company would also furnish the voluntary retiree the cost of the training and special equipment necessary for a new career? Is that not the epitome of respect for human dignity, or what? . I decided to publish my long-held manuscript (copyright 1997) to assure that history wouldn t overlook Big Blue s richly deserved credit for having been the single most influential factor in preventing the 1972 (or thereabout) recession from becoming the start of a major depression by refusing to join the many other giant giant corporation drop-outs from the construction industry, at the risk of self-financial disaster. By so doing, IBM sparked a revival of confidence in the American economy, inspiring the drop-out corporations to dig back in, like saying, Come on in, the water s fine! IBM, for example, would never have accepted the exterior skeletal (exoskeleton) structural steel..



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