


[DOWNLOAD](#)


50 Companies that Changed the World (Incisive Profiles of the Organization, Large and Small, That have Shaped the Course of Modern Business)

By Howard Rothman

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. The Perfect Book for Everyone Fascinated with the History of Business Over the last 200 years, what companies do you think had the most impact on our world, and on the way business is done today? That's the question Howard Rothman takes up in this fascinating, easy-reading jaunt through business history. 50 Companies That Changed The World shows how some of the greatest businesses of all time achieved their success - found untapped niches, stayed on top of trends, managed progressively, and encouraged creativity. The book also shows how some, nonetheless, fell from their pinnacle when they failed to follow the path that made them successful. Each sketch will spark discussion and debate as readers ponder the authors' rankings. The firms included are subjectively ranked by the author according to their influence and contributions. They come not just from the United States, but from all around the world. They range from obvious choices like Microsoft, AT&T, Toyota, and McDonalds, to more provocative selections like CNN, The Walt Disney Company, and Ben & Jerry's Homemade. This is an important book for business managers everywhere because of the lessons it offers. It's also great fun for...



READ ONLINE
[9.73 MB]

Reviews

Complete information for pdf fans. it had been written quite perfectly and helpful. You can expect to like how the article writer compose this ebook.
-- **Jack Hirthe**

A top quality ebook and the font used was fascinating to read through. It is written in easy terms and not confusing. It's been written in an remarkably easy way in fact it is simply after I finished reading through this publication through which actually altered me, alter the way I believe.
-- **Roberto Block**