

<<Gerald Ratner兴衰与死而 >>

图书基本信息

书名：<<Gerald Ratner兴衰与死而复生Gerald Ratner>>

13位ISBN编号：9781841127866

10位ISBN编号：1841127868

出版时间：2007-12

作者：Gerald Ratner

页数：260

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## 内容概要

In 1991 Gerald Ratner was booked to make what should have been an everyday speech at the Institute of Directors. Should have been. When the words "total crap" come out of his mouth in connection with a decanter and glasses set sold by his company, H. Samuel, it all turned out slightly different. The Rise and Fall...And Rise Again tells the full story, in Gerald Ratner's own words, of what lead him to that point at the IoD, the horror of what happened in the immediate aftermath,

书籍目录

Introduction  
ACT I - THE RISE  
CHAPTER 1 Family Life  
CHAPTER 2 Growing Up  
CHAPTER 3 Toughening Up  
CHAPTER 4 The Family Business  
CHAPTER 5 Growing the Business  
CHAPTER 6 Going Public  
CHAPTER 7 The Home Front  
CHAPTER 8 Downturn  
CHAPTER 9 Taking Over  
CHAPTER 10 Turnaround  
CHAPTER 11 The Big Time  
CHAPTER 12 Trauma  
CHAPTER 13 Thatcher's Decade  
CHAPTER 14 The Incredible Eighties  
CHAPTER 15 Going Global  
CHAPTER 16 Riding the Acquisitions Express  
ACT II - THE FALL  
CHAPTER 17 Welcome to the Nineties  
CHAPTER 18 An Invitation  
CHAPTER 19 That Speech  
CHAPTER 20 As Bad as it Gets  
CHAPTER 21 The End  
CHAPTER 22 The Wilderness  
CHAPTER 23 Out of the Frying Pan  
ACT III - THE RISE AGAIN  
CHAPTER 24 Starting All Over Again  
CHAPTER 25 The Launch  
CHAPTER 26 Dotcom Millionaire  
CHAPTER 27 Thinking Big  
CHAPTER 28 What Goes Around  
The Speech  
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>