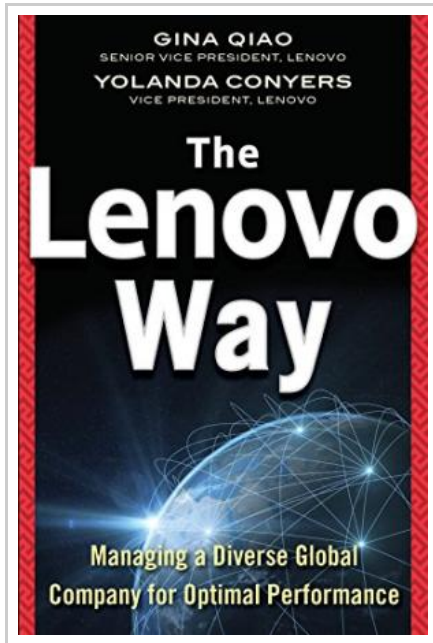




The Lenovo Way: Managing a Diverse Global Company for Optimal Performance

By Gina Qiao

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.0in. x 1.1in. BUILD YOUR COMPANY INTO A GLOBAL GIANT--THE LENOVO WAY A powerful book that shows the step-by-step evolution of a new kind of global technology powerhouse, The Lenovo Way is indispensable reading for leaders and managers who deal with strategy, innovation, branding, and HR at any kind of company. It also tells the remarkable story of how two women from very different backgrounds rose to become leaders in Lenovos journey to the top. The Lenovo Way shows business leaders how to gain market share and develop new business models. The strategies driving Lenovos ascent to the leading position in the PC industry have been in motion for years, and this book shows how Lenovo, with roots in both East and West, did it. Based on unprecedented access to former and present CEOs and other top managers, The Lenovo Way tells the fascinating story of the rise of this remarkable global brand. It also provides invaluable business lessons for how to use Lenovos success strategies to advance your own companys success. Building for a decade on its history-making acquisition of IBMs PC business in 2005, today Lenovo is 1...



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