



# **Fortune The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business.**

*Verne Harnish, Jim Collins, Editors of Fortune Magazine*

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Decisions equal success--nothing happens until one is made. Businesses make millions of decisions every day. But once in a great while a leader makes a truly game-changing decision that shifts not only the strategy of a single company but how everyone does business. These big decisions are counterintuitive--they go against the conventional wisdom. In hindsight, taking a different direction may seem easy, but these bet-the-company moves involve drama, doubt, and high tension. What made Apple's board bring back Steve Jobs to the company? How did Johnson & Johnson decide to recall every bottle of Tylenol after a poisoning scare that involved only a small batch of the drug? What made Henry Ford decide to double the wages of his autoworkers, and how did that change the American economy for the next century?

Here management consultant Verne Harnish, the CEO of Gazelles, and *Fortune's* editors provide the background stories behind the greatest business decisions of all time. In this fully original book, you'll get a glimpse into the thought processes leading up to these groundbreaking moments and will learn how the decisions have shaped the thinking of today's top leaders. The book also contains an insightful foreword by management guru **Jim Collins**, the author of *Built To Last* and *Good To Great*, which explains the importance of decision making in creating a successful company.

## ADVANCED PRAISE FOR FORTUNE Greatest Business Decisions

"CEOs make thousands of decisions every year, but only a few of them have dramatic impact on a company's brand, performance, and culture. IBM knows something about those types of 'big bets.' This book is a concise look at some of those big decisions and the C-suite moves that separated winners from the competition." - **Samuel J. Palmisano**, Chairman and former CEO, IBM

"A great resource! Learning about how others make great decisions can help you make great decisions! A fascinating, practical history that can change the way that you make decisions. Required reading for decision-makers- at all levels!" -**Marshall Goldsmith**, named the No. 1 Leadership Thinker in the World by Thinkers50, is a consultant and author of the New York Times bestsellers *MOJO* and *What Got You Here Won't Get You There*.

"When you look at the best business decisions that have been made throughout the years, a clear pattern emerges: The best decisions require not only great insight, but courage and commitment as well. The greatest business leaders are the ones who focus their energy not solely on profits, but on improving people's lives. These important lessons from our past, which this book brings to light, are more relevant than ever today."

-**Bill Ford**, Executive Chairman, Ford Motor

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