



How Dell Does It

Steven Holzner

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Reveals the Key Management Principles Behind Dell's Unprecedented Success

The story of how Michael Dell grew a dorm-room, custom-PC shop into the world's leading computer systems company, in just 21 years, has become part of modern business lore. But until now, none of what has been written about Dell, Inc. and its business practices has afforded business professionals a clear, practical understanding of the guiding principles underlying the company's phenomenal success.

In *How Dell Does It*, industry insider Steven Holzner cuts through the hype surrounding Michael Dell and the company he built to expose the core principles that have guided Dell, Inc. from the start. He takes us deep inside the company to explore, in exacting detail, every aspect of the company's processes, practices, and culture, and he shows how they function within the framework of Dell's revolutionary business model. He distills powerful lessons that business leaders in every industry sector can use to achieve extraordinary results the way Dell does.

Among other things, you'll discover how to:

- Adapt Dell's just-in-time inventory techniques to your company
- Use "virtual integration" to turn customers and suppliers into partners
- Anticipate and adapt to market changes at a moment's notice
- Harness the awesome power of the Internet to achieve record growth
- Motivate employees to new heights of innovation and productivity

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