

Direct From Dell Strategies That Revolutionized And Industry

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Direct from Dell: Strategies that Revolutionized an ...

Direct from Dell: Strategies that Revolutionized an Industry. In 1983, Michael Dell, a freshman at the University of Texas at Austin, drove away from his parents' Houston home in a BMW he'd bought selling subscriptions to his hometown newspaper. In the backseat were three personal computers.

Direct from Dell: Strategies that Revolutionized an ...

Michael Dell's revolutionary insight has allowed him to persevere against all odds, and Direct from Dell contains valuable information for any business leader. His strategies will show you effective ways to grow your business and will help you save time on costly mistakes by following his direct model for success.

Amazon.com: Direct From Dell: Strategies that ...

One of the first companies to actually make money online, Dell is now selling more than \$12 million worth of systems per day over www.dell.com. Not just for CEOs or those in high tech, the strategies revealed in Direct From Dell are invaluable to managers in a broad cross section of industries. From starting a successful business to pioneering computer sales and service over the Internet, Dell shares his perspectives on:

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Direct from Dell : strategies that revolutionized an ...

Direct From Dell: Strategies That Revolutionized An Industry [In Japanese Language] Michael Dell, Catherine Fredman The rise of the Internet and all technologies related to it have made it a lot easier to share various types of information.

[PDF] Direct From Dell: Strategies That Revolutionized an ...

Editions for Direct from Dell: Strategies that Revolutionized an Industry: 000653127X (Paperback published in 2000), (Paperback), (Kindle Edition publish...

Editions of Direct from Dell: Strategies that ...

Direct from Dell - Strategies that revolutionized an industry. 1st ed. London: Harper Collins. Dell, M., 2015. Michael Dell on Going Private, Company Management, and the Future of the Computer [Interview] (23 01 2015).

Analysis DELL's Marketing Strategy - Kazmaier Language ...

Dell was one of the pioneers of the "Direct" selling model wherein they eliminated the resellers and sold directly to the customer. The results of this model were multiple: 1) Savings were passed to the customer.

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Direct from Dell tells the story of Dell Computers successful rise, beginning with Michael Dells vision for creating a low-cost, direct-sales model and chronicling the development of key competitive advantages that are the envy of Dells competition: unrivaled speed to market; an unwavering dedication to customer service; a fierce commitment to producing consistently high-quality, low-priced, custom-made machines; and a shrewd exploitation of the Internet — strategies that have driven sales ...

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One of the sources of Dell ' s initial competitive advantage can be attributed to its famous direct selling and build-to-order approach. This just-in-time (JIT) strategy allowed it to operate with the lowest inventory level in the industry.

Marketing strategy of Dell - Dell marketing strategy

Download Free Direct From Dell Strategies That Revolutionized And Industry

Direct from Dell : strategies that revolutionized an industry. [Michael Dell; Catherine Fredman] -- The founder of Dell Computer Corporation recounts the story of his thriving high-tech company and the strategies that have made it so successful and competitive.

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Direct from Dell: Strategies That Revolutionized an ...

Writings Dell's 1999 book, *Direct from Dell: Strategies That Revolutionized an Industry* (by HarperBusiness), is an account of his early life, his company's founding, growth and missteps, as well as lessons learned. The book was written in collaboration with Catherine Fredman.

Michael Dell - Wikipedia

In "Direct from Dell, you'll find strategies for using the Web to enhance your sales and empower information throughout your business. If you want to capitalize on cyberspace, you should read this book."-- Bill Gates, Chairman and CEO, Microsoft Corporation "Virtual integration may well become a new organizational model for the information age ...

At nineteen, Michael Dell started his company as a freshman at the University of Texas with \$1,000 and has since built an industry powerhouse. As Dell journeys through his childhood adventures, ups and downs, and mistakes made along the way, he reflects on invaluable lessons learned. Michael Dell's revolutionary insight has allowed him to persevere against all odds, and *Direct from Dell* contains valuable information for any business leader. His strategies will show you effective ways to grow your business and will help you save time on costly mistakes by following his direct model for success.

In 1983, Michael S. Dell, then an incoming freshman at the University of Texas at Austin, drove away from his parents' Houston home in a white BMW he'd bought selling subscriptions to his hometown newspaper. In the backseat were three personal computers. Today, he is the Chairman and Chief Executive Officer of Dell Computer Corporation, an \$18 billion company, the second-largest manufacturer and marketer of computers in the world. Founded on a deceptively simple premise--to deliver high-performance computer systems directly to the end user--Dell Computer is the envy of its competition, constantly growing at five times the industry rate, and a perennial darling of Wall Street: its stock is up more than 36,000 percent this decade, and more than 200 percent in the last year. In *Direct From Dell*, Michael Dell himself tells the incredible story of Dell Computer's successful rise, beginning in his college dorm room with \$1,000 in capital. In these pages, you'll see the formation of a great visionary--and a great company. You'll meet the young Dell who, at the tender age of eight, had already begun looking "to eliminate unnecessary steps" and who, as a numbers-loving adolescent, was inspired by a newfound fascination with computers to save his money to buy a coveted Apple II--only to promptly take it apart. You'll encounter a young visionary who, upon witnessing the inefficiencies of an exploding industry, challenged conventional wisdom and set out to do nothing less than beat IBM at its own game. In so doing, Dell forever changed the way things "had always been done" in the computer industry. You'll also see the birth of a Dell hallmark--the direct model--which, in its ability to reach the customer directly, eliminated not only a substantial middleman markup but also the possibility of costly excess inventory, setting the stage for other extraordinary achievements. In an industry notorious for its unreliable service, Dell utilized its direct customer relationships to pioneer the concept of customer "support"--and didn't rest until the caliber of its service was rivaled only by the quality of its products and its speed of delivery. But the story of Dell Computer is no fairy tale. Marked by uncharacteristically rapid growth, the company was faced with challenges that could have threatened its very existence. From forays into retail to under- (and over-) developed product lines, Dell learned some hard lessons along the way--and emerged stronger as a result. The strategies born of those times--unrivaled speed to market; superior customer service; a fierce commitment to producing constantly high-quality custom-made systems--heralded what has perhaps been the company's crowning achievement: an early exploitation of the Internet. One of the first companies to actually make money online, Dell is now selling more than \$12 million worth of systems per day over www.dell.com. Not just for CEOs or those in high tech, the strategies revealed in *Direct From Dell* are invaluable to managers in a broad cross section of industries. From starting a successful business to pioneering computer sales and service over the Internet, Dell shares his perspectives on: Why it's infinitely better for any business starting out to have too little capital, rather than too much How studying your customers--not your competition--will give you a greater competitive edge Why it can be life-threatening to your company to pursue too many good ideas--or to grow too fast Why it's essential to run a P&L on every area of your business Why your people pose a greater threat to the health of your business than your competition does How you can exploit your competition's weakness by exposing its greatest strength How integrating your business virtually can make the difference between being quick--and being dead Revealing nothing less than a new model for doing business in the information age, *Direct From Dell* is both an extraordinary business success story and a manifesto for revolutionizing any industry.

The must-read summary of Michael Dell and Catherine Fredman's book: "Direct from Dell: Strategies That Revolutionized an Industry". This complete summary of the ideas from Michael Dell and Catherine Fredman's book "Direct from Dell" tells the story of how Dell grew from a start-up company in 1984 to become the second largest manufacturer and marketer of computers in the world. In their book, the authors explain how Dell's success is due to its ability to approach things differently from everyone else in the same industry. By reading this summary, you can learn from one of the world's biggest companies and adapt their strategies to ensure the success of your own business. Added-value of this summary: • Save time • Understand key principles • Expand your knowledge To learn more, read "Direct from Dell" and find out about the secrets behind the success of one of the world's biggest computer manufacturers.

In its March, 2005 issue, "Fortune" magazine dubbed Dell Inc., the "Most Admired Company in the U.S." Such high praise is nothing new for Dell. Long before it made it onto the Fortune 100, in 1992, Dell has been the company to watch. So much so that Dell-watching has spawned a veritable cottage industry within the business press. A river of ink has been devoted to describing Dell's lightening-fast style of swooping into and rapidly dominating established markets, its famous "zero-tolerance" inventory practices, and its revolutionary use of the Internet to sell direct. Yet, for all the intense scrutiny, so far all who've tried to duplicate Dell's success have failed. Can it be that the pundits have been overlooking an essential truth about what makes Dell tick? Find out in "How Dell Does It," In the most rigorous and systematic examination of the company yet, industry insider Steven Holzner dispels the many myths and misconceptions swirling around Dell, Inc. to reveal the true soul of Dell. He takes us inside day-to-day operations at Round Rock, Texas, to explore the company's processes, practices, and culture. And, he explains how Michael Dell and his lieutenants have, through strict adherence to a set of core principles, ignited a business revolution as profound in its implications as the one sparked by Henry Ford at the dawn of the 20th century. How does a \$49 billion company with 57,000 employees worldwide, consistently perform like a hungry upstart? What does Michael Dell mean, exactly, when he says that "inventory is ignorance?" How is Dell's obsession with ROIC (return on invested capital) reflected in its market segmentation practices, and how are those, in turn, mirrored in its approach to managing growth? How fundamental to

Dell's success is the "virtual integration" of customers and suppliers, and how does it work? What has been the impact of Dell's unorthodox personnel practices, such as reducing the responsibilities of its most successful managers? Holzner provides detailed answers to these and dozens of crucial questions about how Dell does it. Like no author before him, he carefully delineates the Dell business model in all its parts and shows how they interconnect. And, perhaps most important, he extracts powerful lessons about doing business in the new millennium--lessons that leaders in any industry can use to create leaner, meaner, turn-on-a-dime enterprises, and, ultimately, succeed the way Dell does. 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

Research Paper (postgraduate) from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: A, St. Mary's University San Antonio, Texas, language: English, abstract: Dell was founded in 1984 by Michael Dell on a simple concept: by selling computer systems directly to customers. Its corporate headquarters are located in Round Rock, Texas, and it conduct operations worldwide through subsidiaries. The company ' s core business strategy is built around its direct customer model and highly efficient manufacturing and logistics. Nowadays they are expanding that core strategy by adding new distribution channels to reach even more commercial customers and individual consumers not only in the USA but around the world. Recently, company also has begun to pursue a targeted acquisition strategy designed to augment select areas of its business with more products, services, and technology. Dell ' s goal today is to provide the best possible customer experience by offering superior value; high-quality, relevant technology; customized systems and services; superior service and support; and differentiated products and services that are easy to buy and use [1]. But what pursued Dell to change its strategy and to reevaluate its direct model?

'Making IT Count: from strategy to implementation' focuses on the practical elements of delivering Information Technology strategy. Studies regularly show that over half of Information Technology strategies are never implemented, or are unsuccessful in delivering the desired results, and that a significant percentage of strategies implemented were never in the original plans. The linkage between strategy development and delivery needs a very clear focus; this is the key topic that the authors address. The book highlights eight major fallacies in managing IT, and eighteen better practices. It then details how to draw up strategy, instigate navigation techniques and make sourcing decisions. Change and delivery are a major focus, as is infrastructure development. Caselets and full length case studies of organizations such as General Electric, Siemens, Colonial Mutual, Charles Schwab, Macquarie Bank, ICI, United Airlines, Norwich Union, Walgreens and Dell and have been included to show how strategies have been successfully implemented and managed.

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