



**Who Says Elephants Can't Dance: Inside IBM's  
Historic Turnaround by Gerstner, Louis V., Jr.  
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*Jr., Louis V. Gerstner*

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Who Says Elephants Can't Dance? sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies.

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