

Direct from Dell: Strategies that Revolutionized an Industry (Collins Business Essentials)

By Michael Dell, Catherine Fredman

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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.

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Editorial Review

Amazon.com Review
The PC business is full of rags-to-riches stories. But perhaps none is as dramatic as the rise of Dell Computer. In *Direct from Dell*, founder and CEO Michael Dell tells how he started his company from a dorm room at the University of Texas with less than $1,000 and built it into an industry powerhouse with a market capitalization of well over $100 billion. What makes Dell Computer unique is not what it sells, but rather how it sells it. Dell was first in the PC industry to pioneer the direct-selling model, a method that competitors such as Compaq and Apple Computer are only now starting to embrace. By cutting out the intermediary and creating a direct link between manufacturer and customer, Dell was able to provide customers with computers that cost less and that were more apt to meet customer needs.

Direct from Dell is organized into two parts. The first recounts the history and the enormous growth of Dell Computer. The second part focuses on Dell's management approach, from developing customer focus to creating alliances with suppliers. The book manages to avoid most of the promotional and self-congratulatory air that seem to plague so many first-person CEO tomes. Anyone who has followed the PC industry or would like insight into Dell Computer's success should enjoy reading this book. Well written and easy to read. Recommended. --*Harry C. Edwards*

From Publishers Weekly
The results are impressive: a 19 year-old with $1000 starts a company, remains at the helm and on top of changes in the industry for 10 years, and watches the stock rise 36,000% over another decade as his company becomes the second largest maker of PCs in the world, and the largest in the U.S. The founder of the Dell Computer Corporation uses anecdotes from his entrepreneurial life and his company's history to illustrate the "direct model" he developed to do itAone that eliminates the middleman via a host of direct-marketing media and incorporates a full-blown philosophy of doing business. While most of that philosophy's components are familiar (internally, "Reward Success by Narrowing Responsibility"; externally, "Teach Innovative Thinking"; "Retail: First in, First out"; "Hyperlink to the Future"), seeing how Dell put these theories into practice will sustain a reader's interest. Rightly, the custom-built and directly shipped computers that are the company's signature product get the most airtime. While the book, like nearly all in its CEO-authored subgenre, is heavy on self-congratulatory propaganda ("The spirit of the company that remains today was beginning to take hold"), Dell makes an agreeable maverick.
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From Library Journal
The chair and CEO of Dell, the world's largest direct computer company, explains his success.
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Users Review

From reader reviews:

Frank Huynh:

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Jason Manuel:

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