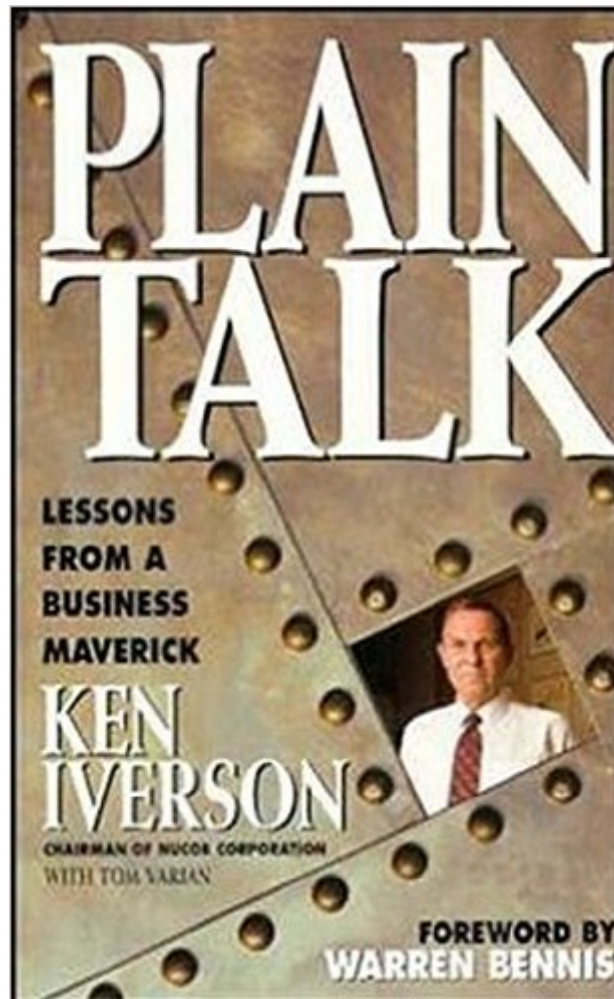


The book was found

Plain Talk: Lessons From A Business Maverick



Synopsis

A visionary, maverick, and genuine American business hero, Ken Iverson is one of the most closely-watched business leaders in the world. Credited with single-handedly rejuvenating the rapidly declining American steel industry to the status of world-class producer, Iverson is one of the most successful and, as he likes to point out, one of the lowest-paid CEOs in the U.S. In his long-awaited book, Ken Iverson shares his ideas, observations, and the lessons he's learned about what it takes to grow a super-competitive, world-class organization.

Book Information

Hardcover: 208 pages

Publisher: Wiley; 1 edition (October 22, 1997)

Language: English

ISBN-10: 0471155144

ISBN-13: 978-0471155140

Product Dimensions: 5.6 x 0.8 x 8.6 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 starsÂ Â See all reviewsÂ (36 customer reviews)

Best Sellers Rank: #107,175 in Books (See Top 100 in Books) #38 inÂ Books > Business & Money > Processes & Infrastructure > Infrastructure #60 inÂ Books > Textbooks > Business & Finance > Entrepreneurship #355 inÂ Books > Textbooks > Business & Finance > Management

Customer Reviews

Ken Iverson is unlike any big businessman and his company, Nucor Steel, is unlike any large corporation. As chairman of America's third-largest steel company, he is a champion of individual initiative and an outspoken opponent of bureaucratic management. At a time when naysayers were predicting the death of American steel, he lifted Nucor out of near bankruptcy: Nucor has turned a profit almost every year since he took the helm, while his employees are among the best paid in the industry. In his new book, Plain Talk, Iverson shows how he achieved his amazing success and offers constructive advice for managers and workers alike. Contrary to popular opinion, Iverson believes that the interests of workers and managers are-and should be-harmonious. Both are after their own ends. Both want to be successful. There is no reason, in Iverson's view, to drive an artificial wedge between the two. The main focus of Plain Talk is on maintaining and nurturing the virtue of productivity in all employees. Unlike other books on business success, this one is free of jargon and quick-fix schemes. Moreover, the book's advice is well grounded in Iverson's spectacular

successes at Nucor. In the early 1980s, the American steel industry was in dire straits. As the number of steel workers plummeted from 400,000 to 200,000, some predicted the demise of the industry. But not Ken Iverson. While Nucor's production was down by nearly 50%, he did not lay-off his workers. Rather, he cut hours and salaries-for workers and managers, even including his own. Iverson explains that, "No employee was being asked to carry more than his or her share of the burden." Far from acting altruistically, his decisions were in the long-term interest of Nucor.

[Download to continue reading...](#)

Plain Talk: Lessons from a Business Maverick Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Windows Vista™ Plain & Simple (Bpg-Plain & Simple) Windows Vista(TM) Plain & Simple (Bpg-Plain & Simple) Plain Fame (The Plain Fame Series Book 1) Plain Again (The Plain Fame Series Book 3) Plain Change (The Plain Fame Series Book 2) Plain Choice (The Plain Fame Series Book 5) Menstruation: Just Plain Talk (First Books) 1980 Hardcover Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - The Hip Hop Wars: What We Talk About When We Talk About Hip Hop--and Why It Matters How to Talk So Kids Will Listen & Listen So Kids Will Talk What I Talk About When I Talk About Running: A Memoir (Vintage International) How to Talk So Teens Will Listen and Listen So Teens Will Talk Sex Positions & Dirty Talk Examples: Two Books in One: The Best Sex Positions Ever, How to Talk Dirty, and Kama Sutra Small Talk Hacks: The People and Communication Skills You Need to Talk to Anyone & Be Instantly Likeable Chatter: Small Talk, Charisma, and How to Talk to Anyone, The People Skills & Communication Skills You Need to Win Friends and Get Jobs 200 Dirty Talk Examples: How to Dirty Talk Your Way to the Most Graphic, Mind-Blowing Sex of Your Life How to Talk Dirty : Dirty Talk Examples, Secrets for Women and Men, Straight, Gay and Bi, Spice Up Your Sex Life and Have Mindblowing Sex: Great Sex Book, Series 1

[Dmca](#)