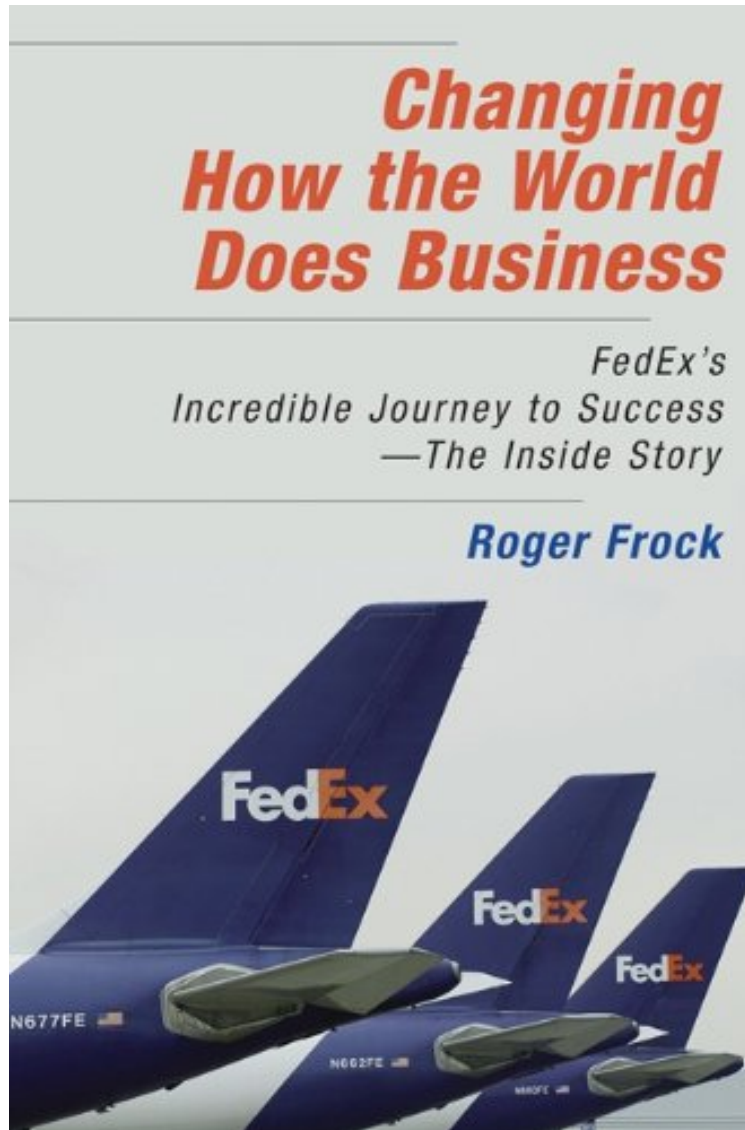


Changing How the World Does Business: Fedex's Incredible Journey to Success - The Inside Story

Roger Frock

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Roger Frock : Changing How the World Does Business: Fedex's Incredible Journey to Success - The Inside Story before purchasing it in order to gage whether or not it would be worth my time, and all praised Changing How the World Does Business: Fedex's Incredible Journey to Success - The Inside Story:

0 of 0 people found the following review helpful. Underdog Rules!!!By Christian JarvisWow the story of FedEx is literally the little engine that could. After reading the history of FedEx I can now see and appreciate how they think and operate. I'd understand "the bleed purple" even more if I was working for them. Either way Great Read and she

reads fast too!!!1 of 1 people found the following review helpful. BrilliantBy Darren J. PriorHaving worked in the air freight industry as an operations manager for some time I always had a fascination with Fed-Ex and its systems. I now own my own business (no longer in transport) but the principles in this book still apply to it and any other business. The Author is a no-nonsense straight talker and the chapters are short which makes the book easy to read when you only have moments to steal here and there. He drills down into specifics and anyone who runs their own business will certainly be able to appreciate the hard luck, the dumb moves, the good luck and the creative thought that went into getting this company off the ground and running. It's nice to know that even a great company like Fed-Ex made its own fair share of stupid errors and was able to become a great success. Any business owner will feel much better about their lot in life after reading this. I loved it.0 of 0 people found the following review helpful. Couldn't wait to turn the page...By CustomerAbsolutely amazing story and well told by Roger Frock...

From humble beginnings, FedEx has literally revolutionized the way business is conducted. Not too long ago, overnight shipping was barely an option for even the largest companies. Today, thanks to FedEx, it's available to every living room start-up. With annual revenues of \$30 billion, more than 250,000 employees, 600 aircraft, and 70,000 surface vehicles, FedEx handles nearly six million shipments a day in two hundred countries. FedEx has become a household name, and has been named one of the top ten of America's Most Admired Companies by Fortune magazine. But it wasn't always easy. From his inside vantage point as the company's first general manager and chief operating officer, Roger Frock reveals the remarkable details of how Fred Smith and his team endured their tumultuous early years--fraught with a seemingly unending series of legal, financial, and operational crises that continually threatened the company's ability to stay in business--and, in the end, created an entirely new industry. Frock chronicles the dramatic last-minute saves and turnarounds the company engineered from its inception to the present. He entertains with stories of the trials and tribulations of the company's early struggles and victories--from Pilots using personal credit cards to fuel planes, to the courier who hocked his watch to put gas in his delivery van, and, one of the most memorable episodes, the time that founder Fred Smith literally gambled the company's last remaining funds to keep the planes flying. Frock's story introduces all the players--FedEx's resourceful and resilient leaders and employees--and shows how these remarkable individuals gave Fred Smith's original concept wings and, through flexibility, creativity, and commitment, made a fledgling startup into one of the great success stories in modern business. *Changing How the World Does Business* is an inspirational tale for leaders and entrepreneurs everywhere.

About the Author Roger Frock, a graduate of the University of Michigan, holds a bachelor's degree in industrial engineering and a master's degree in business administration, with advanced courses in finance. Following a tour with the U.S. Navy, he joined A.T. Kearney and Company, where he spent 12 years as a consultant to airlines, motor carriers, and railways and assisted companies in improving their distribution systems. It was here that he developed the basis for the original business plan and organizational structure of Federal Express.... Mr. Frock is currently the president and CEO of Quest Management, Inc., a consulting firm specializing in supply chain management. He is also the board chairman for the Institute of Metaphysical Studies, a nonprofit educational organization. His passions include racquetball, organic gardening, and sharing with others his perspectives on maintaining a healthy lifestyle. Roger resides in Apex, North Carolina, with his wife, Linda. They have three sons and one daughter.