



Plain Talk: Lessons from a Business Maverick

By Ken Iverson

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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.

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Plain Talk: Lessons from a Business Maverick By Ken Iverson Bibliography

- Rank: #681246 in eBooks
- Published on: 2009-09-28
- Released on: 2009-09-28
- Format: Kindle eBook

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Editorial Review

Review

"Ken Iverson is a leader whose vision shaped an industry and the future, a leader whose character, values, and ethics merge seamlessly with the mission and values of a successful, innovative business." -Frances Hesselbein, President and CEO, The Peter F. Drucker Foundation

Ken Iverson taught us that America could compete in a tough global economy. He did it in an industry where being a maverick was the only way. His accounting of Nucor's story should serve as a blue print for us all. - David Glass, President and CEO, WalMart Stores, Inc.

No theory; just important, practical ideas proven by Ken Iverson in the furnace at Nucor.-Peter Larson, Chairman and CEO, Brunswick Corporation

It is a masterpiece! Plain Talk provides a penetrating analysis of why Nucor has performed so well for so long, full of insights and solid conclusions. The book is easy to follow, very well written, and a 'must' read for every executive...a major contribution to business. -Vijay Govindarajan, Earl C. Dum 1924 Professor of International Business, Amos Tuck School of Business Administration, DartmouthCollege

This is a story about Ken Iverson, a man who built a major steel company from ground zero, much of it during a period when the U.S. steel industry was losing 25% of its capacity. But most of all, it's about motivating people to a level of remarkable accomplishment. You will enjoy reading this book as much as the people who work for Nucor enjoy being there.-James F. Collins, President, Steel Manufacturers Association

From the Publisher

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About the Author

Kenneth Iverson was raised in Downers Grove, Illinois. After earning a bachelor's degree in aeronautical engineering from Cornell and a master's degree in mechanical engineering at Purdue, Iverson started his career as a research physicist and held several technical and management positions in the metals industry. He joined Nuclear Corporation of America as a vice president in 1962. When Nuclear Corporation faced bankruptcy in 1965, the board elevated Iverson, then thirty-nine years old, to President and placed the company's future in his hands. He focused the failing company on two business -- fabricating joists from steel (to be used in nonresidential construction) and making steel itself from recycled metal scrap. In 1972, Nuclear Corporation changed its name to Nucor Corporation. Today, Nucor is America's third-largest steel maker. Iverson has served on the boards of Wal-Mart Stores, Inc. and Wachovia Corporation. President Bush awarded him the National Medal of Technology, America's highest award for technological achievement.

Users Review

From reader reviews:

Robert Pinkerton:

As people who live in the modest era should be revise about what going on or info even knowledge to make all of them keep up with the era which is always change and progress. Some of you maybe can update themselves by reading through books. It is a good choice to suit your needs but the problems coming to a person is you don't know which you should start with. This Plain Talk: Lessons from a Business Maverick is our recommendation to make you keep up with the world. Why, because book serves what you want and need in this era.

Colleen Harman:

A lot of people always spent all their free time to vacation as well as go to the outside with them friends and family or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or perhaps playing video games all day long. If you want to try to find a new activity that's look different you can read a new book. It is really fun in your case. If you enjoy the book that you just read you can spent the entire day to reading a book. The book Plain Talk: Lessons from a Business Maverick it is quite good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. Should you did not have enough space bringing this book you can buy the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not to cover but this book features high quality.

John Carroll:

The reason why? Because this Plain Talk: Lessons from a Business Maverick is an unordinary book that the inside of the publication waiting for you to snap it but latter it will jolt you with the secret the idea inside. Reading this book alongside it was fantastic author who also write the book in such remarkable way makes the content within easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you because of not hesitating having this any longer or you going to regret it. This unique book will give you a lot of gains than the other book get such as help improving your expertise and your critical thinking approach. So , still want to hold up having that book? If I had been you I will go to the publication store hurriedly.

Theresa Frost:

With this era which is the greater individual or who has ability to do something more are more treasured than other. Do you want to become among it? It is just simple method to have that. What you are related is just spending your time very little but quite enough to possess a look at some books. One of several books in the top list in your reading list is definitely Plain Talk: Lessons from a Business Maverick. This book which can be qualified as The Hungry Inclines can get you closer in becoming precious person. By looking way up and review this publication you can get many advantages.

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