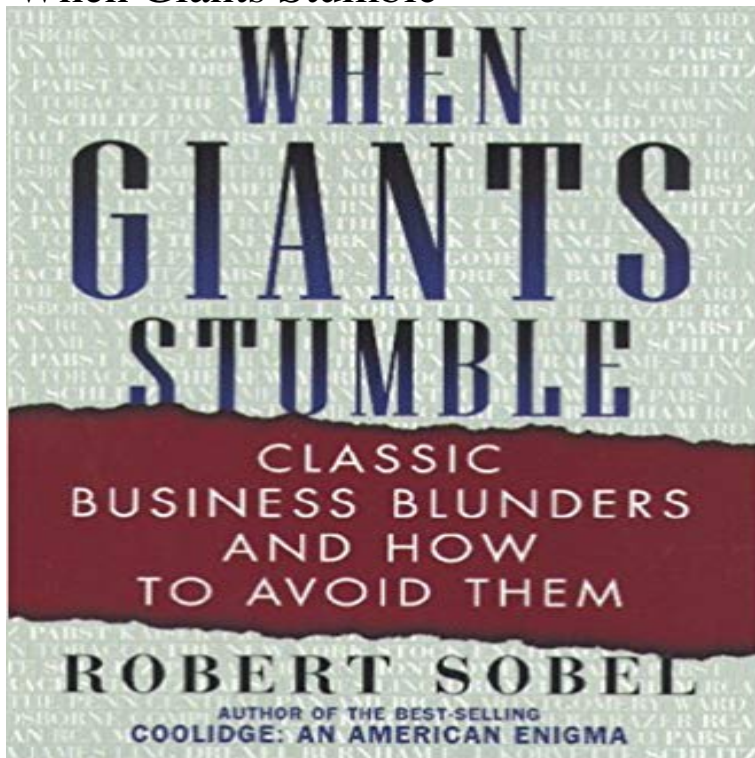


## When Giants Stumble



A noted business historian presents captivating profiles of corporate blunders, with illuminating insights into the misguided motives that make promising concepts fail and industry giants crumble. Packard, E.J. Korvette, RCA, Drexel Burnham Lambert, Pabst, Schwinn. Once industry leaders, these companies all suffered devastating--and, in some cases, fatal--setbacks because of one pivotal mistake. A renowned writer and speaker who has traced the missteps of corporate America, Robert Sobel offers a fascinating look at 15 glaring and enlightening product flops and management foibles. Rather than call attention to corporate greed or foolishness, the author reveals surprisingly sound reasoning behind some of the worst moves in modern business history.

Capturing tragic mistakes in the making, each chapter spotlights a key blunder committed by a onetime mover and shaker.

Critical errors include: tinkering with winning products--or marketing downscale versions; getting blindsided by rivals or government regulations; striving to outdo a famed predecessor; fighting technology--or sheepishly following every innovation; and mistaking temporary industry changes for permanent ones--or vice versa. Lively and eye-opening, WHEN GIANTS STUMBLE explores a side of business history too seldom discussed, with valuable lessons for both thriving and floundering companies.

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