



## CEO: BUILDING A \$400 MILLION COMPANY FROM THE GROUND UP

By Sandra L. Kurtzig with Tom Parker

W.W. Norton, NY, 1991. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. Stated first edition and the number line on the copyright page begins with 1. 303 page hardcover in an attractive/durable half-cloth binding, includes an Index. "Build a \$400 million company from the ground up? That's exactly what Sandy Kurtzig did when she started out with \$2000 and went on to become one of the pioneers of the computer industry and CEO of the largest public company founded and run by a woman. Proof positive that entrepreneurship know no gender, Sandy Kurtzig here gives us a very modern American success story, complete with setbacks, loss of faith, and all the other obstacles encountered on the road to making it in America, narrating her own story with the same vision, energy, and sense of fun that she brought to the work itself.(She) built an innovative company, ASK Computer Systems that would flourish throughout the turbulent business and technological environment of the 1970s and 1980s, as rival companies sprang up and died out like nine-day wonders.(She) led ASK on to wheeling and dealing with Hewlett-Packard, DEC, Boeing, and a host of other elite corporations. By 1982 ASK was the...



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