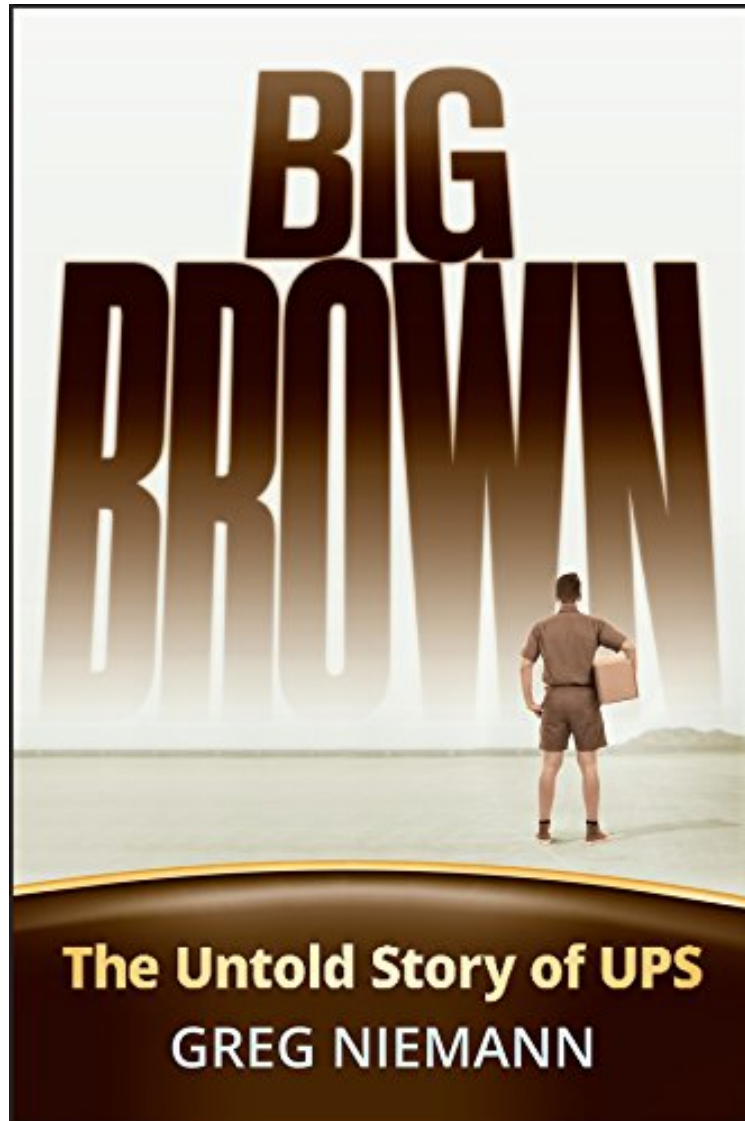


(Read free) Big Brown: The Untold Story of UPS

Big Brown: The Untold Story of UPS

Greg Niemann

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#51847 in eBooks 2009-05-18 2009-05-18 File Name: B008NC0VZQ | File size: 30.Mb

Greg Niemann : Big Brown: The Untold Story of UPS before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Brown: The Untold Story of UPS:

1 of 1 people found the following review helpful. It takes a village - not just one manBy Gisell375Am somewhat familiar with the UPS story, and after reading a couple of chapters of this book, I got the feeling that the author was more interested in giving Jim Casey credit for everything - past, present and future - that makes UPS what it was and is, than in actually presenting an even-handed evaluation of its history. And that's just silly. There were many other fine leaders who steered this company over the years, and they certainly deserved more than a footnote or an anecdote. Obviously Mr. Niemann idolized Mr. Casey - unfortunately, I think the brownest thing about this book was the

author's nose. I hope in the future someone writes a more evenhanded account of this fine company.

0 of 0 people found the following review helpful. Worth Reading
By Todd
The book is an easy read and seems to put the company in a very positive light. It is a true testament to the tried and true belief that hard work and tenacity can and will always overcome adversity. The story of a teenage messenger boy building a billion dollar multi-national company is inspiring. What I took away from the book is: The managers are the only ones getting rich at UPS at the expense of churning through overworked and exhausted hourly employees. The stock give aways for managers is a recipe for great wealth at the end of career. Meanwhile, hourly workers only get to purchase company stock at a stingy 5% discount. Most managers at UPS work their way up. As they ascend the corporate ladder their pay and responsibilities increase. When UPS started its own airline they had to hire professional airline pilots, who also command a high salary. However, these pilots never have sorted or delivered a single package to the customer or become indoctrinated into the Brown corporate culture. The author mentions it, but tiptoes around the continued animosity of most managers towards the pilots and the highly paid information technology professionals. Unfortunately, the book was written before the massive Christmas service failures of 2013, so it is not discussed.

8 of 8 people found the following review helpful. An Untold Story?
By Gerard J. St. John
The subtitle, "the untold story," is intriguing. Does it disclose some previously unknown facet of the company? Or does the book fail to tell the whole story? Take your pick. The book combines aspects of an anecdotal biography with aspects of a promotional corporate history. It begins with a biographical sketch of James Emmett Casey, who founded United Parcel Service as a teenager, delivering packages on a bicycle. It is a real-life Horatio Alger story. About halfway through, the book switches to a summary description of the present-day UPS. Throughout the book, Jim Casey is used to personify the company and to serve as the glue that holds the story together. The narrative moves with an uneven, sometimes fitful pace, often revisiting time periods that were covered earlier. The story is told in a conversational style, often switching to the first person when the author includes his personal observations. Originally, UPS was a package delivery company for department stores. Over its first 50 years, its operations spread from Seattle to the major cities on the west coast and the northeast U.S. During the next 30 or more years, UPS changed its business from department store deliveries to an all-points service for any shipper at any location. The present-day UPS operates on a global scale, using the very latest digital technology. Throughout its 100-year life, UPS has maintained a hard-working, semi-military culture and has to a great extent achieved employee-ownership. It is an interesting and informative story. However, it does have its faults. In its effort to make Jim Casey the personification of the company, the book gives short-shrift to the second generation of managers, particularly the ones who guided UPS out of the department store business and into the common carrier world. Further, the book understates the importance of that shift; it is presented as merely following a lucrative opportunity. The fact is that the department store delivery business was dying. Had UPS not changed its operations, it is likely that it too would have gone out of business. The book also understates the obstacles to that change. Public service regulation existed, in part, to enforce government-established monopolies - and that enforcement included prohibiting companies like UPS from competing against the previously authorized carriers. The primary opposition to UPS' change of business was not the Post Office, it was the existing authorized carriers: Railway Express, the bus companies and the film carriers. Getting approval for nationwide rights in that era was viewed as impossible but the book does not even mention Preston W. Davis, the architect of UPS operating rights miracle. Similarly, the book fails to mention two antitrust suits that could easily have nipped UPS' new business in the bud. UPS won one of them and settled the other. With its faults, this is still a worthwhile read.

Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies. For the first time, a UPS "liferrdquo; tells the behind-the-scenes story of how a small messenger service became a business giant. Big Brown reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey— one of the greatest unknown capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash— a model that is still reflected in UPS culture today. Big Brown examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical "anti-marketingrdquo; bias (why brown?) to its sterling brand loyalty and reputation for quality.

"For the first time, a UPS "liferrdquo; tells the behind-the-scenes story of how a small messenger service became a business giant." (Retail Leisure International, June 2007) "UPS founder Jim Casey did more than overcome humble beginnings to achieve the American Dream— he inspired all of his employees to come along for the ride. The continuous success of a company founded on a hundred dollars, determination, and integrity is a story of inspiration. Big Brown is a must-read for anyone who's ever held a job or had a dream." — Paul Casey, nephew of UPS founder Jim Casey "UPS began life in Seattle a century ago. Greg Niemann captures that moment— and the spirit of Seattle— perfectly." — Mayor Greg Nickels, City of Seattle "Big Brown offers a rare insider's glimpse into a corporate culture cloaked in secrecy. Learn how a corporation can get its drivers to hold their keys in a specific hand,

on a specific finger, in a specific manner. Also learn how they attempt to use this obsessive attention to detail to conquer their industry." —Steven J. Christensen, first vice president, Christensen Wealth Management Group, Wachovia Securities "This well-written, solidly researched history details how one man's vision and the inexorable march of events led to the evolution of a Seattle messenger service into a worldwide icon. In *Big Brown*, Niemann successfully delivers the goods—just as UPS has been doing for 100 years." —Norm Leaper, former president, International Association of Business Communicators "As a career UPSer, I thought I knew almost everything about my company's history worth knowing . . . until I read Greg Niemann's book, *Big Brown*. Today's UPSers will not only appreciate the wealth of historical tidbits, as I did, but also gain a greater understanding about why the company holds to its own unique way of doing business. That perspective should also appeal to any student of business. Great work!" —Steve Maxwell, retired UPS manager

From the Inside Flap: Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies. For the first time, a UPS "lifer" tells the behind-the-scenes story of how a small messenger service became a business giant. *Big Brown* reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey—one of the greatest unknown capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash—a model that is still reflected in UPS culture today. *Big Brown* examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical "anti-marketing" bias (why brown?) to its sterling brand loyalty and reputation for quality. *Big Brown* reveals the truth about UPS, including: Why you've probably never heard of Jim Casey Where it all began—\$100 and a Seattle basement in 1907 Why you'll never find a UPS uniform for sale on eBay How the cult of the UPS driver developed and why it endures Why UPS employees "bleed brown" Told as an engrossing business story, *Big Brown* is also filled with tested management ideas and principles for creating consistent growth, customer loyalty, and a bulletproof corporate culture.