

Chapter 1 : calendrierdelascience.com: Customer reviews: Big Brown: The Untold Story of UPS

*Big Brown: The Untold Story of UPS [Greg Niemann] on calendrierdelascience.com *FREE* shipping on qualifying offers. Although its brown vans are on every block and its delivery servicereaches more than countries, UPS is among the world'smost underestimated and misunderstood companies.*

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Chapter 2 : "Big Brown: The Untold Story of UPS" - News - The Ledger - Lakeland, FL

As many UPSers may be aware, there is a just released book about the first hundred years of UPS, titled "Big Brown - The Untold Story of UPS" by Greg Niemann.

April 5, 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? 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. 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 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. 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. UPS won one of them and settled the other. With its faults, this is still a worthwhile read.

Chapter 3 : Big Brown: The Untold Story of UPS: calendrierdelascience.com: Greg Niemann: Books

Big Brown: The Untold Story of UPS by Greg Niemann Although its brown vans are on every block and its delivery servicereaches more than countries, UPS is among the world'smost underestimated and misunderstood companies.

Chapter 4 : Big Brown: The Untold Story of UPS by Greg Niemann

Big Brown reveals the remarkable year history of UPS and the life of i Although its brown vans are on every block and its delivery service reaches more than countries, UPS is among the world's most underestimated and misunderstood companies.

Chapter 5 : International Socialist Review

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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 year history of UPS and the life of its founder Jim Caseyâ€”one of the greatest unknown capitalists of the twentieth century.

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At the UPS management conference in April , Big Brown's founder, Jim Casey, heaped praise upon his team for the company's growth from coast to coast. And then the year-old patriarch hurled.

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Big Brown: the untold story of UPS User Review - Not Available - Book Verdict. This book serves as an auspicious reminder of how recognizable the UPS brand has become not only in the United States but throughout the world since its founding years ago.