



Summary: Direct From Dell - Michael Dell and Catherine Fredman: The Secrets to Dell's Success

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Complete summary of Michael Dell and Catherine Fredman's book: "Direct From Dell: Strategies That Revolutionized an Industry".

This summary of the ideas from Michael Dell and Catherine Fredman's book "Direct from Dell" tells the story of how Dell grew from a start-up company in 1984 to become the second largest manufacturer and marketer of computers in the world. In their book, the authors explain how Dell's success is due to its ability to approach things differently from everyone else in the same industry. By reading this summary, you can learn from one of the world's biggest companies and adapt their strategies to ensure the success of your own business.

Added-value of this summary:

- Save time
- Understand key principles
- Expand your knowledge

To learn more, read "Direct from Dell" and find out about the secrets behind the success of one of the world's biggest computer manufacturers.



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