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IBM CEO Tom Watson called an executive into his office after his venture lost \$10 million. Watson asked the man if he knew why he'd been called in. The man said he assumed he was being fired.

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'Billion Dollar Lessons' is a worthwhile read. It's a rare strategy book that illustrates the astounding failures of American corporations, unlike several of its predecessors. By painstakingly drawing upon their consultancy background, both Paul B. Carroll and Chunka Mui have put together, perhaps, one of the best strategy books ever written.

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flipside to Good to Great. Instead of looking at successful companies, Billion Dollar Lessons looks into 750 failures to study the lessons from strategic failure and misguided tactics. Those strategic failures start to add up, between 1981 and 2006, 423 major publicly held U.S. companies with combined assets totaling \$1.5 trillion filed for bankruptcy.

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5.0 out of 5 stars Billion Dollar Lessons is a great book and great read. Reviewed in the United States on 7 November 2019. Verified Purchase. Chunka Mui and Paul Carroll have written an excellent book that looks at something that is usually passed over. Most books concentrate on what goes right in business and the successes.

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