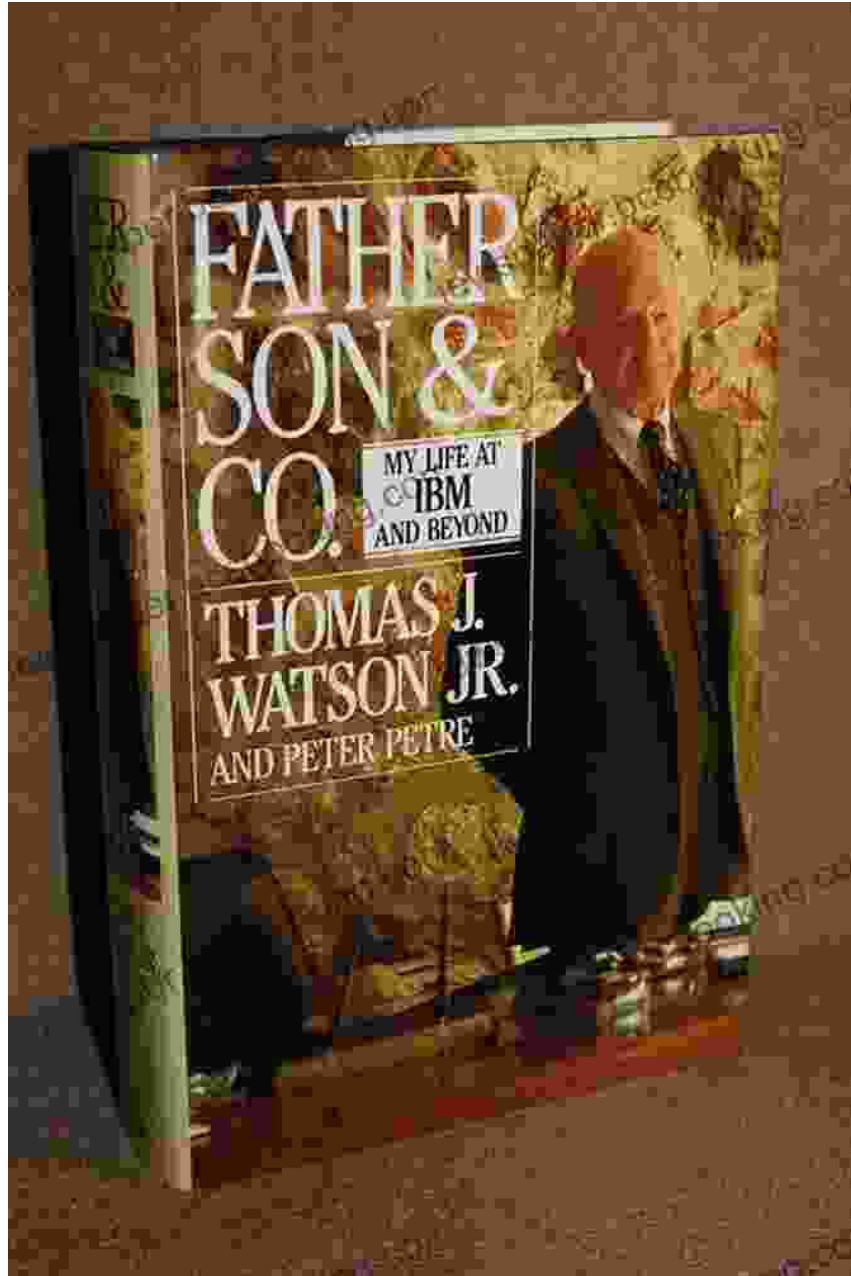


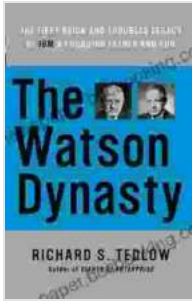
The Fiery Reign and Troubled Legacy of IBM Founding Father and Son



The Watson Dynasty: The Fiery Reign and Troubled Legacy of IBM's Founding Father and Son

by Richard S. Tedlow

★★★★☆ 4.9 out of 5



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| Language | : English |
| File size | : 820 KB |
| Text-to-Speech | : Enabled |
| Screen Reader | : Supported |
| Enhanced typesetting | : Enabled |
| Word Wise | : Enabled |
| Print length | : 364 pages |



In the annals of American business, few companies have had as profound an impact as IBM. From its humble beginnings as a small manufacturer of tabulating machines, IBM grew into a global technology powerhouse, shaping the way we work, live, and communicate. At the helm of this remarkable enterprise for much of its history were two larger-than-life figures: Thomas J. Watson, Sr. and Jr.

The Fiery Reign and Troubled Legacy of IBM Founding Father and Son is a gripping account of the lives and careers of these two extraordinary men. Based on extensive research and interviews with family members, friends, and colleagues, the book provides a fascinating insider's view of the inner workings of IBM and the complex relationship between its two most famous leaders.

Thomas J. Watson, Sr.: The Founding Father

Thomas J. Watson, Sr. was born in Campbell, New York, in 1874. The son of a farmer, Watson grew up in modest circumstances. After graduating from high school, he worked as a bookkeeper and salesman before joining the National Cash Register Company (NCR) in 1896.

At NCR, Watson quickly rose through the ranks, becoming general manager of the company's international operations in 1914. In 1915, he was recruited by Charles Ranlett Flint, the founder of IBM, to become the company's president.

Under Watson's leadership, IBM grew from a small company with annual sales of \$2 million to a global giant with sales of over \$1 billion. Watson was a brilliant marketer and salesman, and he was also a ruthless competitor. He was known for his fiery temper and his determination to win at all costs.

Watson's reign at IBM was marked by both great success and controversy. He was a pioneer in the use of technology, and he was also a strong advocate for employee education and welfare. However, he was also accused of being a ruthless dictator who brooked no dissent.

Watson retired as IBM's chairman in 1956, but he remained active in the company until his death in 1958. He is widely considered to be one of the most important figures in the history of American business.

Thomas J. Watson, Jr.: The Troubled Legacy

Thomas J. Watson, Jr. was born in New York City in 1914. The son of Thomas J. Watson, Sr., Watson Jr. grew up in a life of privilege. He attended Yale University and Harvard Business School, and he joined IBM in 1937.

Watson Jr. quickly rose through the ranks of IBM, becoming president of the company in 1956. Under his leadership, IBM continued to grow and prosper, becoming one of the most powerful companies in the world.

However, Watson Jr.'s reign at IBM was also marked by controversy. He was accused of being a weak leader who was overshadowed by his father. He was also criticized for his handling of IBM's antitrust problems and for his decision to move the company's headquarters from New York City to Armonk, New York.

Watson Jr. retired as IBM's chairman in 1971. He died in 1993.

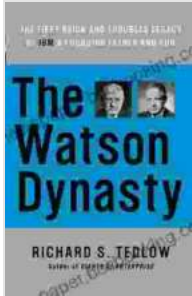
The Troubled Legacy of IBM

The legacy of IBM is a complex one. The company has been a pioneer in the development of new technologies, and it has also been a major contributor to the American economy. However, IBM has also been accused of being a ruthless competitor and of exploiting its employees.

In recent years, IBM has faced a number of challenges, including competition from foreign companies and the rise of the internet. The company has also been criticized for its layoffs and for its decision to move jobs overseas.

Despite these challenges, IBM remains a major force in the global technology industry. The company is committed to innovation, and it is well-positioned to continue to play a leading role in the development of new technologies.

The Fiery Reign and Troubled Legacy of IBM Founding Father and Son is a fascinating and thought-provoking book that provides a unique perspective on the history of one of the world's most iconic companies. The book is a must-read for anyone interested in business history, corporate leadership, or the history of technology.

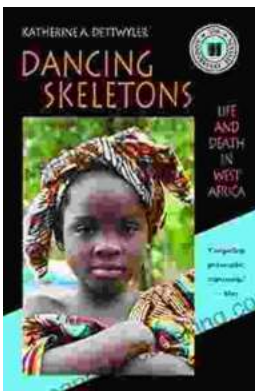


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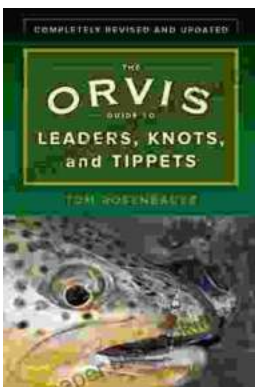
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