



## Plain Talk: Lessons from a Business Maverick

*By Ken Iverson*

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### **Plain Talk: Lessons from a Business Maverick** By Ken Iverson

A visionary, maverick, and genuine American business hero, Ken Iverson is one of the most closely-watched business leaders in the world. Credited with single-handedly rejuvenating the rapidly declining American steel industry to the status of world-class producer, Iverson is one of the most successful and, as he likes to point out, one of the lowest-paid CEOs in the U.S. In his long-awaited book, Ken Iverson shares his ideas, observations, and the lessons he's learned about what it takes to grow a super-competitive, world-class organization.

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## **Plain Talk: Lessons from a Business Maverick By Ken Iverson Bibliography**

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## **Editorial Review**

### **Review**

"Ken Iverson is a leader whose vision shaped an industry and the future, a leader whose character, values, and ethics merge seamlessly with the mission and values of a successful, innovative business." -Frances Hesselbein, President and CEO, The Peter F. Drucker Foundation

Ken Iverson taught us that America could compete in a tough global economy. He did it in an industry where being a maverick was the only way. His accounting of Nucor's story should serve as a blue print for us all. - David Glass, President and CEO, WalMart Stores, Inc.

No theory; just important, practical ideas proven by Ken Iverson in the furnace at Nucor.-Peter Larson, Chairman and CEO, Brunswick Corporation

It is a masterpiece! Plain Talk provides a penetrating analysis of why Nucor has performed so well for so long, full of insights and solid conclusions. The book is easy to follow, very well written, and a 'must' read for every executive...a major contribution to business. -Vijay Govindarajan, Earl C. Dum 1924 Professor of International Business, Amos Tuck School of Business Administration, Dartmouth College

This is a story about Ken Iverson, a man who built a major steel company from ground zero, much of it during a period when the U.S. steel industry was losing 25% of its capacity. But most of all, it's about motivating people to a level of remarkable accomplishment. You will enjoy reading this book as much as the people who work for Nucor enjoy being there.-James F. Collins, President, Steel Manufacturers Association

### **From the Publisher**

A visionary, maverick, and genuine American business hero, Ken Iverson is one of the most closely-watched business leaders in the world. Credited with single-handedly rejuvenating the rapidly declining American steel industry to the status of world-class producer, Iverson is one of the most successful and, as he likes to point out, one of the lowest-paid CEOs in the U.S. In his long-awaited book, Ken Iverson shares his ideas, observations, and the lessons he's learned about what it takes to grow a super-competitive, world-class organization.

### **About the Author**

Kenneth Iverson was raised in Downers Grove, Illinois. After earning a bachelor's degree in aeronautical engineering from Cornell and a master's degree in mechanical engineering at Purdue, Iverson started his career as a research physicist and held several technical and management positions in the metals industry. He joined Nuclear Corporation of America as a vice president in 1962. When Nuclear Corporation faced bankruptcy in 1965, the board elevated Iverson, then thirty-nine years old, to President and placed the company's future in his hands. He focused the failing company on two business -- fabricating joists from steel (to be used in nonresidential construction) and making steel itself from recycled metal scrap. In 1972, Nuclear Corporation changed its name to Nucor Corporation. Today, Nucor is America's third-largest steel maker. Iverson has served on the boards of Wal-Mart Stores, Inc. and Wachovia Corporation. President Bush awarded him the National Medal of Technology, America's highest award for technological achievement.

## **Users Review**

### **From reader reviews:**

**Jack Williams:**

Reading a reserve tends to be new life style with this era globalization. With looking at you can get a lot of information that may give you benefit in your life. Along with book everyone in this world can share their idea. Books can also inspire a lot of people. Lots of author can inspire all their reader with their story or maybe their experience. Not only the story that share in the guides. But also they write about the data about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors these days always try to improve their talent in writing, they also doing some study before they write on their book. One of them is this Plain Talk: Lessons from a Business Maverick.

**Rebecca Esquivel:**

The book untitled Plain Talk: Lessons from a Business Maverick contain a lot of information on that. The writer explains the woman idea with easy technique. The language is very simple to implement all the people, so do not really worry, you can easy to read that. The book was authored by famous author. The author gives you in the new period of time of literary works. It is easy to read this book because you can keep reading your smart phone, or gadget, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can available their official web-site in addition to order it. Have a nice study.

**Robert Harriman:**

This Plain Talk: Lessons from a Business Maverick is brand-new way for you who has intense curiosity to look for some information given it relief your hunger of knowledge. Getting deeper you upon it getting knowledge more you know or perhaps you who still having bit of digest in reading this Plain Talk: Lessons from a Business Maverick can be the light food for you personally because the information inside this book is easy to get by simply anyone. These books develop itself in the form and that is reachable by anyone, yep I mean in the e-book type. People who think that in guide form make them feel tired even dizzy this reserve is the answer. So there is not any in reading a publication especially this one. You can find actually looking for. It should be here for anyone. So , don't miss the item! Just read this e-book kind for your better life and knowledge.

**Bernice Bland:**

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