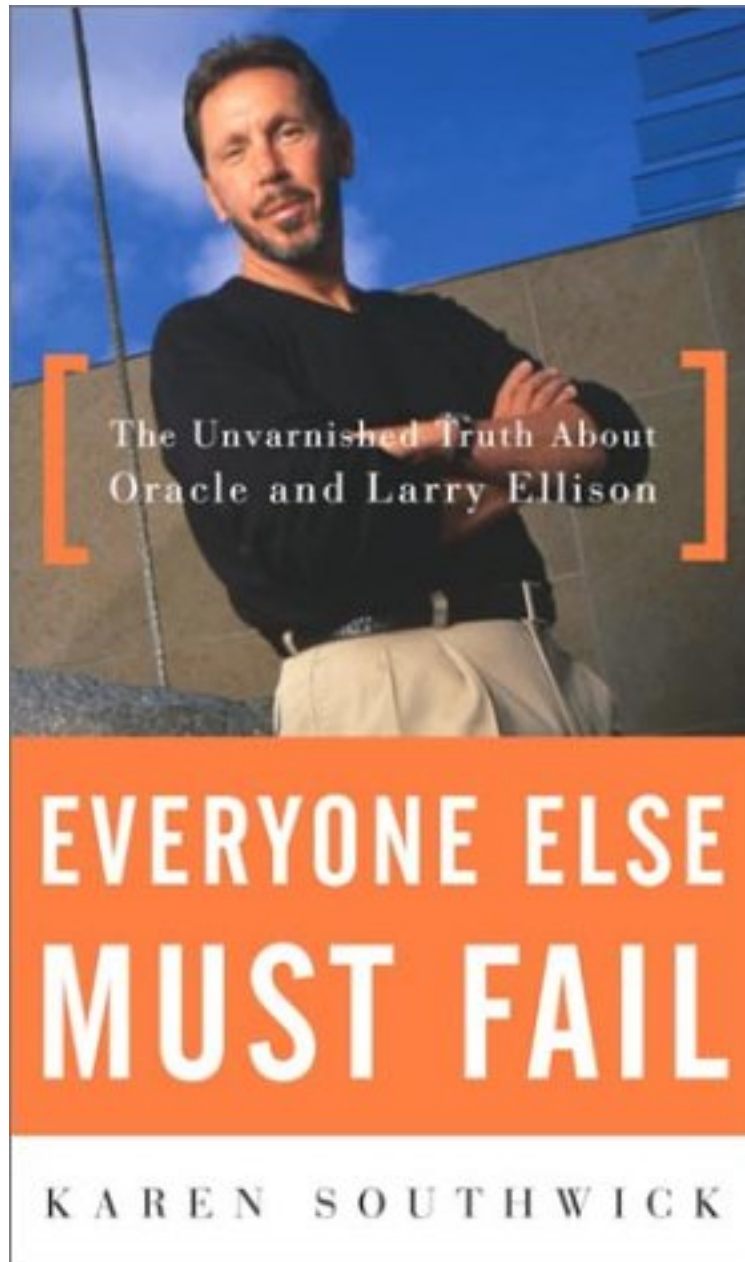


[Pdf free] Everyone Else Must Fail: The Unvarnished Truth About Oracle and Larry Ellison

Everyone Else Must Fail: The Unvarnished Truth About Oracle and Larry Ellison

Karen Southwick

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Karen Southwick : Everyone Else Must Fail: The Unvarnished Truth About Oracle and Larry Ellison before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyone Else Must Fail: The Unvarnished Truth About Oracle and Larry Ellison:

1 of 1 people found the following review helpful. It's a good book, just a bit dated (was written c. 10 years ago). But it has very good information and perspective on the early years of Oracle. 4 of 7 people found the following review helpful. Adventures in LarryLand By ZURlocker If you haven't figured out that Larryland is run like a private empire and the founder has an ego to match his billion dollar bank account, then this book is a good place to start. Karen Southwick, a former Forbes ASAP editor has written this book without any direct access to Ellison. Ok, at least it's not the softball co-authored love letter that SoftWar is, but unfortunately, not by much. The book covers the history of Oracle from its development of the first commercial relational database (written for the CIA based on published articles by IBM) to its present day situation as a multi-billion dollar behemoth that is hated by both competitors and, in Southwick's views, customers. The book covers the rise of Oracle in the go-go 80's when it paid sales reps in gold coins to sell software that wasn't ready, to its adolescent financial crisis, the unceremonious firing of every known Oracle executive other than Ellison himself, and finally the resurgence of Oracle as a major industry force. Unfortunately the book has less drama than the average hair-band "Behind the Music" episode on MTV. I admit when I read excerpts, I had high expectations for the rest of the book. There may be an interesting story about Larry Ellison and Oracle, but this isn't it. On the other hand, if you're eager to compile a who's-who list of fired Oracle execs (Bennioff, Bloom, Conway, Jarvis, Lane, Nussbaum, Scholes, Siebel, Sumner...) and you want to hear them dish, hey it's cheap. 1 of 1 people found the following review helpful. So Bad I Couldn't Finish It. By Dr. Albert Fish I find the character of Larry Ellison very interesting but this book is dedicated to bashing him in spite of his success at Oracle. If this were the only fault it would be fine, but as others have said, this is a very poorly written book. Move on...

Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying "It's not enough that I succeed, everyone else must fail" has been so often used by or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and *Everyone Else Must Fail* raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's tendency to be his own company's worst enemy. From the Hardcover edition.

From Publishers Weekly Southwick, a veteran Silicon Valley observer and author of several books (including *Silicon Gold Rush*), offers a detailed look at Larry Ellison, who created Oracle software. Ellison is one of only a handful of computer pioneers still heading a high-tech company. Southwick praises Ellison's innovation and business skills, but is far more critical of his management style and interpersonal skills. In fact, much of the book is devoted to chronicling horror stories from former employees. Even people who thought they had "worked well together" with Ellison are fired or, more usually, made to feel so uncomfortable that they choose to leave. "Ellison lavishes opportunities upon his favored executives-giving them almost free rein to grow-until he tires of them for one reason or another, or feels threatened by them, and finds a way to get rid of them," writes Southwick. With so many interviews-many quite bitter-with former Oracle employees, the author provides an in-depth look at the company and insights into its business strategies. For example, in a discussion on promotion, she notes, "Oracle's marketing campaigns are unusual in the technology industry in that they directly assail competitors." Ellison emerges as an innovative and smart businessman, albeit unlikable. Copyright 2003 Reed Business Information, Inc. One imagines that Larry Ellison, creator and leader of Oracle, the second largest technology company in the world (second only to Microsoft), would want to swiftly perform a kind of magical 'Ctrl Alt Delete' keystroke and have this book - and its author - permanently deleted from

the planet. But he can't, so in *Everyone Else Must Fail* we have a no-holds barred account of how one man rose from the proverbial lowly roots - he was born to a single mother and given away to relatives - and ended up running a corporate giant, antagonising just about everyone he worked with in the process. It's easy to think of one customer for it: a certain William Gates of Seattle, perhaps? From the *Inside Flap* Karen Southwick's unauthorized account provides the full story of Larry Ellison's brilliant, controversial career. Ellison's drive and fierce ambition created Oracle out of the dust and built it into one of America's great technology companies, but his unpredictable management style keeps it constantly on the edge of both success and disaster. The hostile bid for PeopleSoft is just the most recent example. With one clever strategic move, Larry Ellison threw much of the business software field into play. The saying "It's not enough that I succeed, everyone else must fail" has been so often used by or associated with Ellison that most people think it originated with him. It's actually attributed to Genghis Khan, but it's a dead-on way to describe not only the way Ellison thinks about competitors but the way he runs Oracle. His weapons are not marauding hordes, but Oracle's possession of database technology that is crucial for keeping mission-critical information flows working at thousands of organizations, corporations, nonprofits, and government agencies. Inside Oracle, Ellison has time and again systematically purged key operating, sales, and marketing people who got too powerful for his comfort. Most notable was Ray Lane, Oracle's president for nine years, who was widely credited with bringing order out of the chaos that was Oracle in the early nineties and growing it into a ten billion dollar company. Ellison got rid of the one key person who was building confidence with Wall Street, business partners, and customers that Oracle was no longer flying by the seat of its pants and had its act together. Ellison's mania for absolute control and his inability to coexist with the very lieutenants who bring much-needed stability to the company have brought Oracle to the brink of collapse before, and may well do it again. Ellison is a throwback to an earlier, much more freewheeling version of capitalism, the kind practiced by the nineteenth-century robber barons who ran their companies as private fiefdoms. Larry Ellison is one of the most intriguing and dominant leaders of a major twenty-first-century corporation, and *Everyone Else Must Fail* raises the question of whether Oracle's products and the reliance placed in them by so many are too important to be subject to the whims of one man. While giving credit to Ellison's brilliance and devotion, the book sounds a warning about an ingenious man's tendency to be his own company's worst enemy.