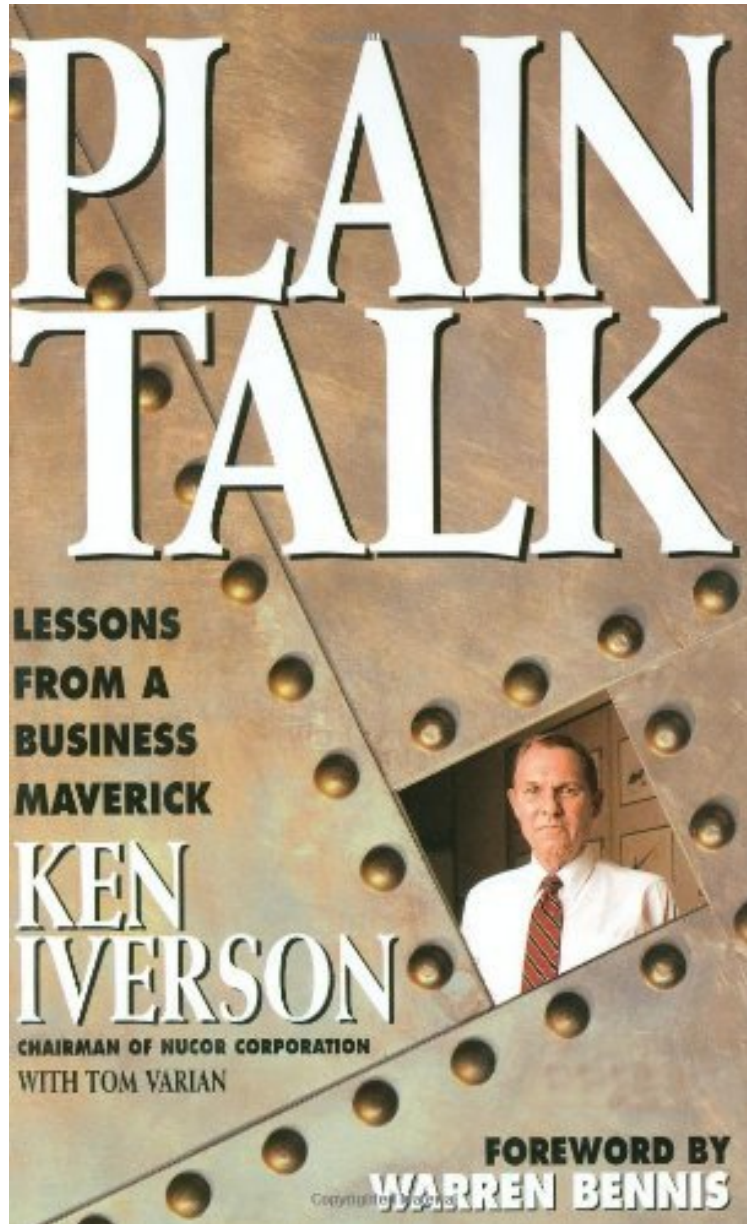


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## Plain Talk: Lessons from a Business Maverick

*Ken Iverson*

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**Ken Iverson : Plain Talk: Lessons from a Business Maverick** before purchasing it in order to gage whether or not it would be worth my time, and all praised Plain Talk: Lessons from a Business Maverick:

0 of 0 people found the following review helpful. Great Read Even for a Class!By Kyle J. ChadekThis book was a required reading for a manufacturing course I took at the University of Minnesota. It was also the topic of our final paper in the class.I thoroughly enjoyed reading this book. As and student in the manufacturing field, Ken Iverson is

truly an inspiration and an example that I hope I can follow closely. His methods for achieving a successful business are straight forward and simple but seem to be overlooked by the majority of the industry. The book itself is an easy read, providing clear explanations and examples from Ken's and Nucor's (the steel company) experiences. I highly recommend this book, not only to students in the manufacturing and business fields, but also to those already in the field who would like some inspiration and a change in the common preconceptions of the manufacturing industry. 0 of 0 people found the following review helpful. A Gem By Prashanth Perumal Jeyathilagar Excellent no-nonsense approach to management geared towards solving the principal-agent problem all economists know about (yet no management guru talks about). If you had to choose just one management book to read, pick this one. 0 of 0 people found the following review helpful. Should have cloned him By Rhinin Business and society need more leaders like Ken Iverson, who is now deceased. Ken was a businessman and altruistic at the same time. Though he was not fond of Andrew Carnegie, my hero, there are many similarities between them. Ken states that his book was not a model for other businesses, but it could surely be such. I have experienced his described business reasons for failure, and I know Nucor. His descriptions for both are absolutely correct.

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.

"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.