

<<Gerald Ratner兴衰与死而 >>

图书基本信息

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内容概要

In 1991 Gerald Ratner was booked to make what should have been an everyday speech at the Institute of Directors. Should have been. When the words "total crap" come out of his mouth in connection with a decanter and glasses set sold by his company, H. Samuel, it all turned out slightly different. The Rise and Fall...And Rise Again tells the full story, in Gerald Ratner's own words, of what lead him to that point at the IoD, the horror of what happened in the immediate aftermath,

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