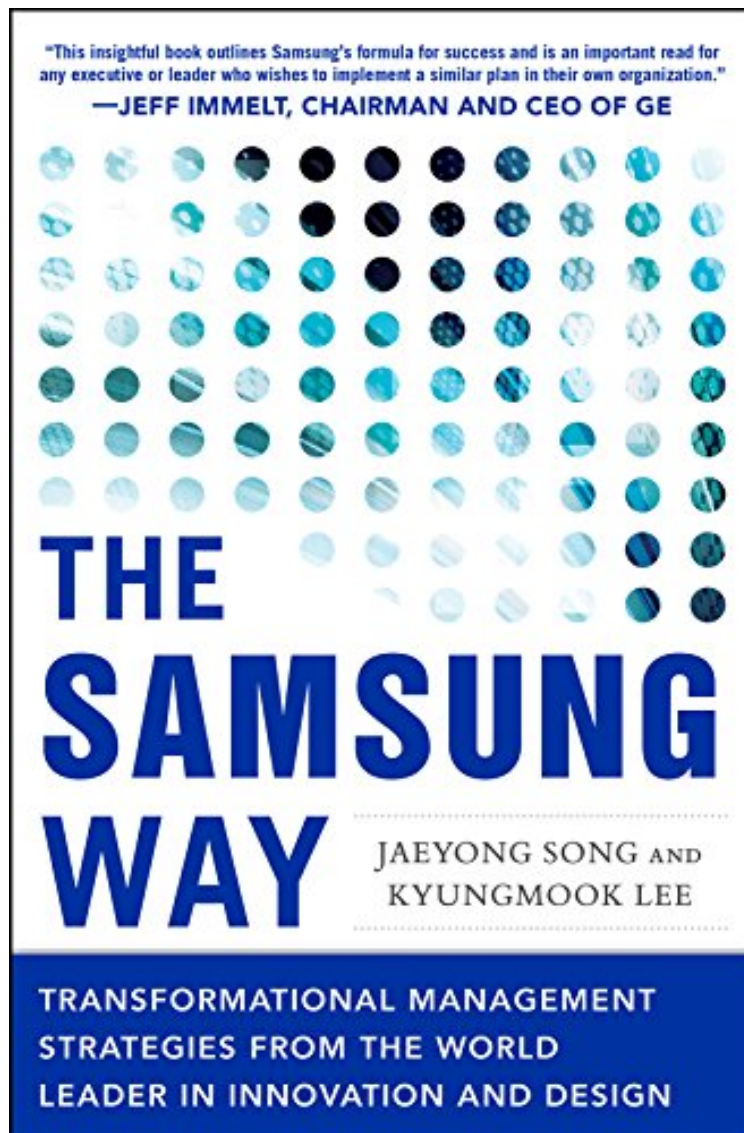


(Download free pdf) The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design (Business Books)

## The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design (Business Books)

Jaeyong Song, Kyungmook Lee

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Jaeyong Song, Kyungmook Lee : **The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design (Business Books):

0 of 0 people found the following review helpful. A necessary profile of a company that has evolved dramaticallyBy

Brian Gongol "The Samsung Way" is a necessary book. Given the broad impact of large companies on our world, every one of them should be examined in at least one book (if not many). And the Samsung story is not only the narrative of an individual company's development into a behemoth, but also a cross-sectional report on the South Korean semi-managed economy. This should not be a reader's first book on production or management processes -- read the books about Toyota and Honda first -- but it is worth including in the canon. The writing itself isn't as fluid as it could be; it's not fair to call it laborious, but reading "The Samsung Way" takes some concentration. It also contains some inconsistencies, particularly in trying to identify one solitary cause of the company's success. Broadly, though, the Samsung strategy reported in this book is one that depends upon (a) quick, resolute decision-making; (b) an internal sense of crisis, even in good times; (c) an intentional blend of capabilities developed internally and dependence on outside suppliers; (d) a sustained focus on learning; and (e) a high priority on the placement of top-tier talent. "The Samsung Way" isn't the easiest business book one will ever read, but it contains enough material insights to make the payoff worthwhile.

3 of 3 people found the following review helpful. A great analysis of Samsung

By E. Rhee

The book's title, "The Samsung Way," reminded me of "The Toyota Way" in many ways. However, I was pleasantly surprised by the book's insightful and in-depth account of how Samsung rose to global prominence, an analysis requiring a mastermind of strategy since Samsung is a huge conglomerate that operates across different areas, such as mobile phones, televisions, and semiconductors, to name a just few. This book, with a combination of academic rigor and extensive interviews with executives at Samsung, provides an incisive analysis of Samsung's unique management style. In particular, the authors uncover "The Three Paradoxes of Samsung Management," which at first sounds somewhat counterintuitive since it is contrary to what you might have learned from business textbooks so far. Yet, the authors take you through Samsung's evolving Management System and convincingly present Samsung's unique innovation-driven management style in a coherent narrative. In the final chapter, the authors voice their opinions regarding the future of "The Samsung Way" and what other companies can learn from it. This chapter is a very interesting read, given some recent concerns regarding Samsung's market leadership in the smartphone industry. I would have liked to learn about how "The Samsung Way" is applicable to other companies in more detail, recalling how so many companies tried to follow the lean leadership idea preached in "The Toyota Way." But again, every company is unique, and a strategy that can be easily copied is not really sustainable. Overall, this book is a great read for anyone who is interested in Samsung and, more broadly, those who are interested in understanding how paradox management actually can succeed. This book will also be a great companion to students of strategy, organization theory, innovation management, and international management as an exemplar of an excellent case analysis of a company with many concepts and frameworks applied throughout.

1 of 1 people found the following review helpful. World Class Quality from a World Class Corporation

By Shaughn Keegan

This is an unexpected little jewel I found while looking for a good business book to read. I highly recommend it. Samsung makes the best products on the market and this offers a look into the company itself. I was hooked on the brand after owning several terrible cellphones. I purchased a Samsung droid charge and that phone was indestructible! I dropped it many times and even accidentally washed it in the washing machine. After drying it out the phone still worked! I specifically look for the Samsung brand when buying any electronics. I've had issues with other Top brands like Sony LG and even RCA. This book is one of my favorites.

An insider's account of the management principles driving one of the world's most innovative companies

Twenty years ago, few people would have predicted that Samsung could transform itself from a low-cost original equipment manufacturer to a world leader in RD, marketing, and design, with a brand more valuable than Pepsi, Nike, or American Express. Based on ten years of research inside Samsung and interviews with 80 of Samsung's top executives, *The Samsung Way* tells the compelling story of how Samsung has grafted Western business practices onto its essentially Japanese system, combining its low-cost manufacturing prowess with an ability to bring high-quality, high-margin branded products swiftly to market.

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