



Driving Change: The UPS Approach to Business

Mike Brewster, Frederick Dalzell

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For the first time ever, one of the "World's Most Admired" companies opens its doors for a fascinating, lively, and most of all instructive look at how it does business

We see them everywhere -- those brown trucks with the golden logo, the drivers delivering their share of 14 million parcels handled *daily*. To most of us, UPS is a reliable fact of life. But to well-informed businesspeople, Big Brown is a company to emulate. Quietly and steadfastly, UPS has earned a reputation as one of the leading companies in America, known as much for its innovative practices as its skill in creating satisfied customers *and* employees.

Just in time for the company's hundredth anniversary, UPS has allowed authors Mike Brewster and Fred Dalzell unprecedented access to their facilities, their workers, and their history -- including their mistakes. What emerges are clear-cut lessons from which any business can benefit. *Driving Change* is an enlightening, absorbing, and dynamic account of a company at the very fulcrum of global commerce.

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