

1. Record Nr.	UNINA9910460007003321
Autore	Cunningham Lawrence A. <1962->
Titolo	Berkshire beyond Buffett : the enduring value of values // Lawrence Cunningham ; cover design, Noah Arlow ; cover image, Steven Noble
Pubbl/distr/stampa	New York ; ; Chichester, England : , : Columbia Business School Publishing, , 2014 ©2014
ISBN	0-231-53869-3
Descrizione fisica	1 online resource (333 p.)
Collana	Columbia Business School Publishing
Disciplina	338.8/60973
Soggetti	Corporate culture Investments - United States Mutual funds - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Foreword / Murphy, Tom -- Preface -- Acknowledgments -- Introduction -- PART I -- 1. Origins -- 2. Diversity -- 3. Culture -- PART II -- 4. Budget-conscious and Earnest -- 5. Reputation -- 6. Kinship -- 7. Self-starters -- 8. Hands Off -- 9. Investor Savvy -- 10. Rudimentary -- 11. Eternal -- 12. All One -- 13. Berkshire's Portfolio -- PART III -- 14. Succession -- 15. Challenges -- 16. B.E.R.K.S.H.I.R.E. -- Epilogue -- Appendix -- Notes -- Selected Bibliography -- Index
Sommario/riassunto	Berkshire Hathaway, the \$33 00 billion conglomerate that Warren Buffett built, is among the world's largest and most famous corporations. Yet, for all its power and celebrity, few people understand Berkshire, and many assume it cannot survive without Buffett. This book proves them wrong. In a comprehensive portrait of the corporate culture that unites Berkshire's subsidiaries, Lawrence A. Cunningham unearths the traits that assure the conglomerate's continued prosperity. Riveting stories of each subsidiary's origins, triumphs, and journey to Berkshire reveal how managers generate economic value from intangibles like thrift, integrity, entrepreneurship, autonomy, and a

sense of permanence. Rich with lessons for those wishing to profit from the Berkshire model, this engaging book is a valuable read for entrepreneurs, business owners, managers, family business members, and investors, and it is an important resource for scholars of corporate stewardship. General readers will enjoy learning how an iconoclastic businessman transformed a struggling textile company into a corporate legacy.
