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Nota di contenuto	Frontmatter -- Acknowledgments -- About the Authors -- Contents -- Prologue -- DHL Chronology (1969-1990) -- Chapter 1: Born Global -- Chapter 2: The 70s -- Chapter 3: The Start-up Years -- Chapter 4: The Start-up Years: Business Innovation -- Chapter 5: Innovation and Its Broader Impact on Business Dynamics -- Chapter 6: Cultural Dynamics: What was Going on Here? -- Chapter 7: Barely Legal-Early Regulatory Battles -- Chapter 8: 1970s Vignettes and Bloopers -- Chapter 9: Transition -- Chapter 10: The 80s -- Chapter 11: The Walden Years-Structure and process -- Chapter 12: Business Innovation -- Chapter 13: Business Context-What Was Going on Here? -- Chapter 14: Business Context-Competition Explodes -- Chapter 15: Regulatory Battles -- Chapter 16: Cultural Dynamics -- Chapter 17: Anecdotes, Accidents, and Altruism -- Chapter 18: Adolescence to Adulthood -- Chapter 19: Powers -- Chapter 20: From Start-up to Upstart to the Most International Company in the World -- Chapter 21: Epilogue: The 2008-16 Reincarnation -- Index
Sommario/riassunto	DHL: From Startup to Global Upstart is the story of a startup that became the first worldwide logistics service organization, fighting regulation, trade restrictions, customs, and many other technical issues to develop processes that have stood the test of time to become the

accepted norm in delivery throughout the world. It is a story of using "soft powers," persuasion, and ingenuity, working with, and around, emerging technologies to eliminate barriers to success. This book provides an extraordinary look into how a little startup with grit and perseverance succeeded in the face of overwhelming odds and revolutionized many of what are now accepted transportation and supply chain practices. Po Chung, DHL International co-founder, and Roger Bowie, former DHL Worldwide Services Director, discuss how DHL paved the way for one day international package delivery and how they have maintained their global leadership position against powerful American titans.
