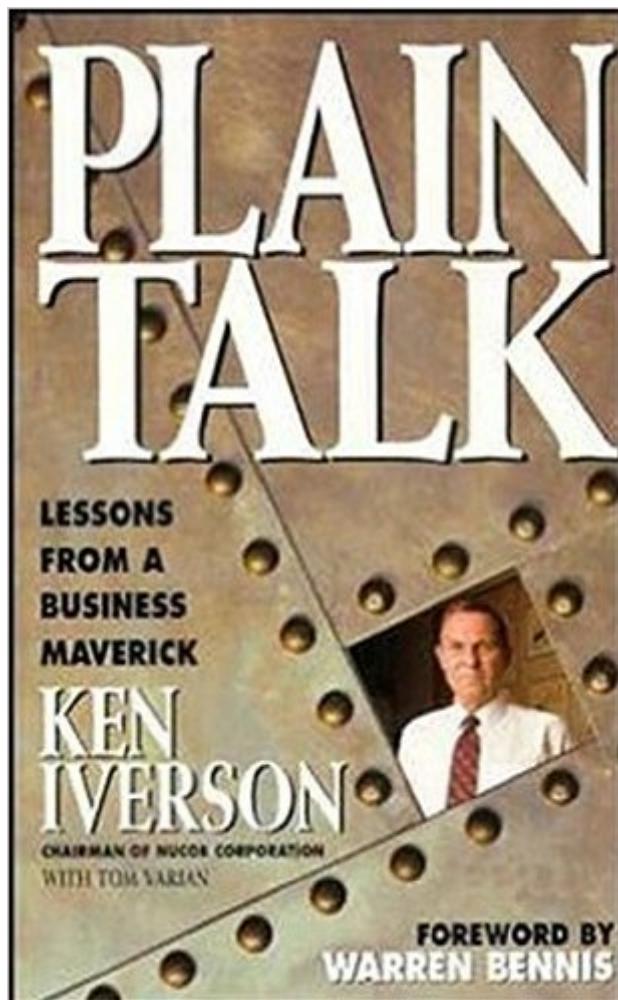


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# Plain Talk: Lessons From A Business Maverick



## Synopsis

A visionary, maverick, and genuine American business hero, Ken Iverson is one of the most closely-watched business leaders in the world. Credited with single-handedly rejuvenating the rapidly declining American steel industry to the status of world-class producer, Iverson is one of the most successful and, as he likes to point out, one of the lowest-paid CEOs in the U.S. In his long-awaited book, Ken Iverson shares his ideas, observations, and the lessons he's learned about what it takes to grow a super-competitive, world-class organization.

## Book Information

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## Customer Reviews

Ken Iverson is unlike any big businessman and his company, Nucor Steel, is unlike any large corporation. As chairman of America's third-largest steel company, he is a champion of individual initiative and an outspoken opponent of bureaucratic management. At a time when naysayers were predicting the death of American steel, he lifted Nucor out of near bankruptcy: Nucor has turned a profit almost every year since he took the helm, while his employees are among the best paid in the industry. In his new book, *Plain Talk*, Iverson shows how he achieved his amazing success and offers constructive advice for managers and workers alike. Contrary to popular opinion, Iverson believes that the interests of workers and managers are-and should be-harmonious. Both are after their own ends. Both want to be successful. There is no reason, in Iverson's view, to drive an artificial wedge between the two. The main focus of *Plain Talk* is on maintaining and nurturing the virtue of productivity in all employees. Unlike other books on business success, this one is free of jargon and quick-fix schemes. Moreover, the book's advice is well grounded in Iverson's spectacular

successes at Nucor. In the early 1980s, the American steel industry was in dire straits. As the number of steel workers plummeted from 400,000 to 200,000, some predicted the demise of the industry. But not Ken Iverson. While Nucor's production was down by nearly 50%, he did not lay-off his workers. Rather, he cut hours and salaries-for workers and managers, even including his own. Iverson explains that, "No employee was being asked to carry more than his or her share of the burden." Far from acting altruistically, his decisions were in the long-term interest of Nucor.

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