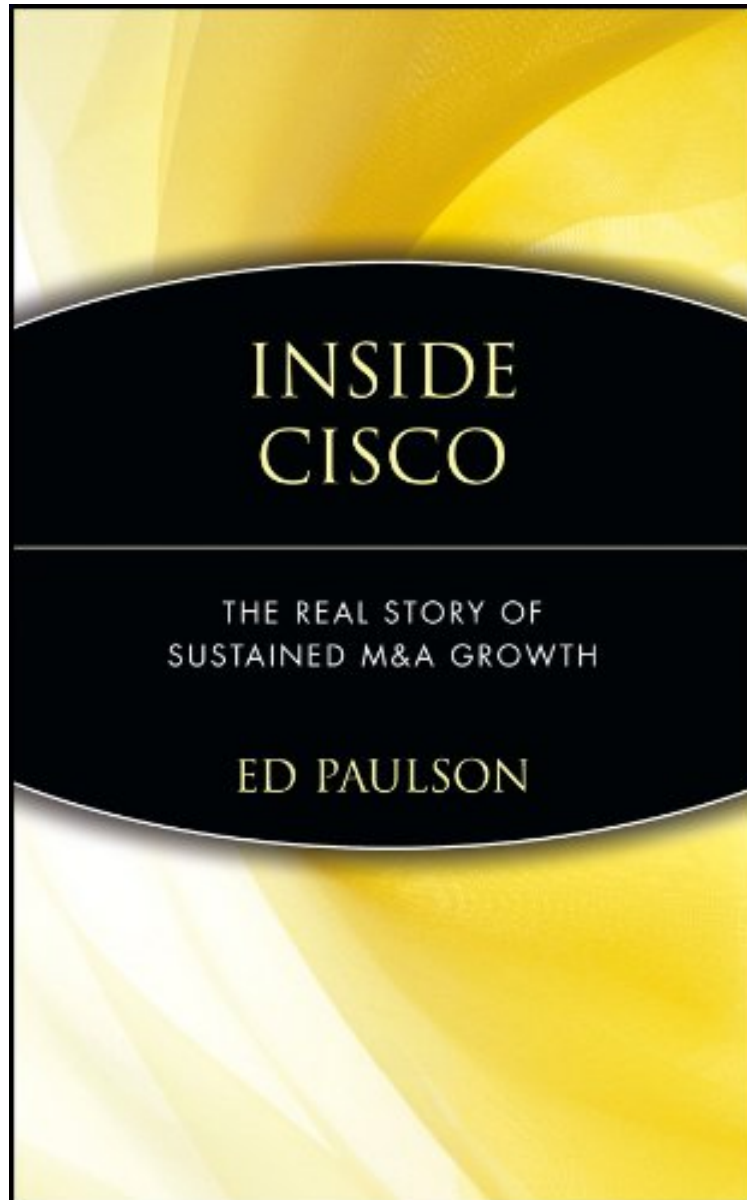


(Ebook pdf) Inside Cisco: The Real Story of Sustained MA Growth

## Inside Cisco: The Real Story of Sustained MA Growth

*Ed Paulson*

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**Ed Paulson : Inside Cisco: The Real Story of Sustained MA Growth** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inside Cisco: The Real Story of Sustained MA Growth:

0 of 0 people found the following review helpful. Nothing but cheerleadingBy Sagar JethaniWhat a piece of garbage. I was looking forward to reading a well-balanced piece describing Cisco's AD process. What I got instead was unabashed cheerleading. Honestly, they must stock this one in the Cisco corporate lobby.The author has a serious man-crush on Cisco. Consider some of the following quotes--"Cisco has the goal of tying the entire world together using

Internet technology. Now, how is that for a grand, world-class goal?" ...look for ways to apply this information to your own situation so that we can someday write a book about your company." "In essence, the Cisco operational model leveraged Crescendo's products to generate 50 times the revenue stream. Sounds like leverage to me!" "As usual, Cisco got there first!" Looks like I will need to keep looking in order to find a real book of substance about Cisco, rather than a cretinous piece of fanboy tripe. I only paid a \$1.98 for this through a secondhand bookseller. I now realize that this was fair market value. 0 of 0 people found the following review helpful. Eh, so-so and of course no more the same. By Farnoosh Brock I live and breathe Cisco, and I must say that this book is accurate perhaps if you think of the Cisco some 8 to 10 years ago, when it was still a very young start-up, thriving and shaking things up like no other company. It is an ok read. I did not enjoy it as much as I wished. Perhaps reality is a harsh pill to swallow. 0 of 0 people found the following review helpful. disappointing By Jim-CI had big hopes based on the interviews a read about this book, but at the end of the day, it was really disappointing. No real insights. Basically, a collection of standard methodologies and know how that most people (even with very little exposure to MAs) already know. There are some interesting stuff, but don't expect much. And the constant "cheerleading", with not a single critical view, does not help to add value.

An insider reveals the core strategies behind Cisco's phenomenal success Most savvy business observers agree that the major component in Cisco's phenomenal growth has been their unwavering commitment to expanding their product line through aggressive acquisitions. Since 1995, the "New Goliath," as Cisco is known throughout the business and finance communities, has acquired more than sixty companies. In this groundbreaking book, a Silicon Valley veteran, Ed Paulson, uses his strong connections to Cisco's management to reveal the MA gospel according to Cisco. Paulson explores how Cisco has used acquisitions to stay ahead of its competitors, analyzes their strategies and proven methods for incorporating new companies seamlessly, positively, and profitably. Paulson reveals the centerpiece of Cisco's acquisition strategy—one that is company-focused, culturally compatible, and retains staff. He examines how Cisco executives determine if a target company is compatible with Cisco's corporate culture and strategic outlook and describes the extraordinary lengths to which these executives will go to gain the loyalty of acquired people. This book details the Cisco methodology and illustrates how it can be applied to companies across industries. Ed Paulson (Chicago, IL) is President of Technology and Communications, Inc., a business and technology consulting firm and a visiting professor at DePaul University's School for New Training. He is a Silicon Valley veteran with more than two decades of experience and the author of numerous business and technology books, most recently, *The Technology MA Guidebook* (Wiley: 0-471-36010-4).