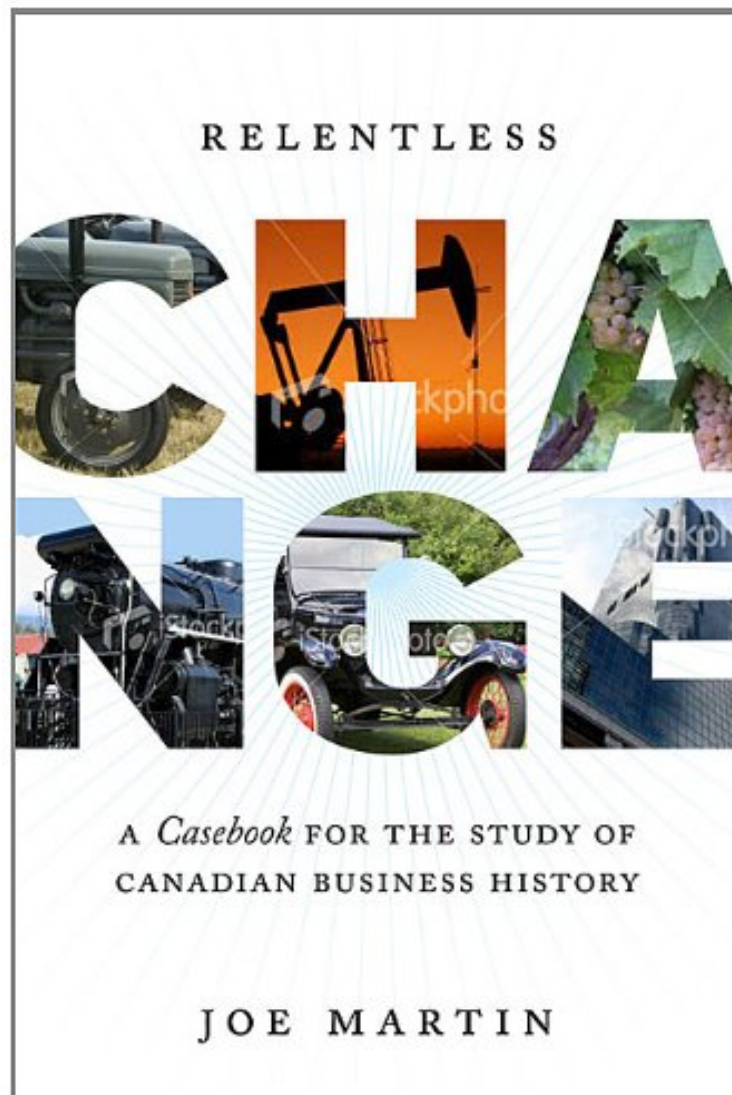


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Relentless Change: A Casebook for the Study of Canadian Business History (Rotman-UTP Publishing)

Joe Martin

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Joe Martin : Relentless Change: A Casebook for the Study of Canadian Business History (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Relentless Change: A Casebook for the Study of Canadian Business History (Rotman-UTP Publishing):

1 of 1 people found the following review helpful. Fascinating BookBy Jim EstillI find that most of the books I read are about Leadership and Business, although occasionally I do just read a book for recreation.One of my friends Joe

Martin wrote a book called *Relentless Change - A Casebook for the Study of Canadian Business History*. Read sort of for just recreation but it is also business focused. I know Joe fairly well, since he sat on the board of Angoss Software for about 10 years. *Relentless Change*, is a study of Canadian business history. Joe is a Historian / Academic / Ph.D / Professor, so the study is absolutely a great work of research. This certainly is not as shallow as many of the other business books I read. Being Canadian, I find it fascinating all the references to the companies I have heard about and know of. The book starts in 1850 and lays out the Bank Act, which he calls 'The Origin of Our Financial Stability'. It also talks about Hudson's Bay Company and the first great Canadian manufacturing enterprise, Massey-Harris. Then it moves on to 1905-1955, talking about the CNR and the rise of the automobile industry as well as Eatons. I took particular interest in the Eaton's story since in the 80s Eaton's was in the computer business and was a customer of ours. Eaton's treated suppliers so poorly at time that my brother Glen refused to buy anything from them. Of course, he thinks the reason Eatons eventually went bankrupt was because of their arrogance, which I believe is the major challenge that large companies face. Part 3 was the period 1955-1980 with discussions of Inco and oil. Then part 4 is called the challenging years from 1980-2005 talking about the Free Trade Agreement, the collapse of Fed Life and discussion about RBC. Although the book is a series of case studies as would be used in a University M.B.A. class, each one of these stories are stand-alone. Joe is not the author of all the cases although in many cases he is the co-author. I think it's a fascinating book for anybody interested in Canadian business history. 0 of 1 people found the following review helpful. Well Done By RFreedl221@aol.com As a lawyer, business owner, and financial advisor, with businesses and family in Canada, this is a fascinating history of business and it is interesting to see how differently businesses developed in our Canadian neighbor. Also, the fact that tariffs were very effective in certain circumstances is of interest as the tariffs imposed by the US were often cited among the causes of the Great Depression which may or may not have been correct. Those of us who are students of business and history appreciate those in academic life who devote so much of their time and life to writing for small segments of the public. This is well written, lessons learned and maybe the end of each chapter could have been sent to the end of the book as it reads as a novel rather than a text. It is also a subject of further analysis as to how Canada has addressed its huge land mass with such a relatively small population. Well Done!

Casebooks in business history are designed to instruct students in classrooms and boardrooms about the evolution of business management. The first casebook for the study of business history in a Canadian context, Joseph E. Martin's text will help students, both in the classroom and the boardroom, understand the Canadian economy and guide them in making sound decisions and contributing to a healthy, growing economy. Thirteen original case studies from the mid-nineteenth to the twenty-first centuries deal with different industry sectors as well as individual corporations and managers. Overviews provide context by examining major public policy decisions and key developments in the financial system that have affected business practices. Martin also presents eight original tables that trace the evolution of the 60 largest Canadian corporations between 1905 and 2005. *Relentless Change* is an invaluable resource for instructors and business students and clearly demonstrates how businesses are affected by the interaction of individual decisions, policy changes, and market trends.

About the Author Joseph E. Martin is the director of the Canadian Business History program, adjunct professor of Business Strategy, and Executive in Residence at the Rotman School of Management, University of Toronto.