

BOOK REVIEW

HOW THE MIGHTY FALL: AND WHY SOME COMPANIES NEVER GIVE IN

By Bruce C. McKelvey (2009)

222 pages

Reviewed by Erich Baumgartner

The book is a collection of case studies and interviews with executives of companies that have failed or are struggling. The author, Bruce C. McKelvey, is a professor at the University of California, Berkeley. The book is divided into five parts, each focusing on a different aspect of organizational failure or resilience.

1. The Fall of Enron
2. The Fall of WorldCom
3. The Fall of Tyco
4. The Fall of Parmalat
5. The Fall of Cingular

The book provides a detailed analysis of the factors that led to the collapse of these companies, including poor management, lack of oversight, and unethical behavior. The author also discusses the lessons learned from these failures and how companies can avoid similar mistakes in the future.

The book is written in a clear and concise style, making it accessible to a wide range of readers. It is a valuable resource for anyone interested in organizational behavior, management, and corporate governance.

