



The Oracle of Oracle: The Story of Volatile CEO Larry Ellison and the Strategies Behind His Company's Phenomenal Success

Florence M. Stone

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A study of Larry Ellison and the business strategies behind his software's remarkable success. This book goes behind the scenes of the multi-million dollar company to uncover the breakthrough ideas and winning strategies that propelled Oracle's growth and success. Discover the history of Oracle since its relational database hit the market in 1977. The author identifies and explains strategies such as: forge ahead and fix weaknesses - lessons from when Oracle derailed in the early 1990s; grow the Oracle way - make new products, don't acquire new companies; crush the competition - other must fail; and sales today make markets tomorrow - tap into the sales force to develop products, promote a vision and beat the competition.

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