

Seminar paper from the year 2003 in the subject Business economics - Business Ethics, Corporate Ethics, , language: English, abstract: In 1921 the Computing-Tabulating-Recording Co. changed the company's name to International Business Machines Corporation- IBM was born. Under the first president, Thomas J. Watson Sr., IBM increased significantly its business and reached net earnings of \$2 million in 1924. The driving force of the company's success has always been an innovative product, which could make the business life easier. By doing so, electric typewriters have been introduced in the 1930s and remained the flagship product in the next ten years. After the World War II IBM kept its innovation focus, as well, producing, for instance, the first data storage devices (hard disk), which soon became the industry standard. Since the 1960s the company has switched its strategy more to the mainframe production and developed a product named "System/360", a network of small and large computers, which could be used by all companies regardless of their industry. Because of the emphasis on central computer stations, IBM received the nickname "Big Blue" during this time. Finally, in the 1981, the first IBM PC was introduced, which was a breakthrough in the electronics business. Big Blue was always and continues to be a pioneer in the electronic business and consequently dominates the market, although competition in this industry became fierce. Besides, not only IBM's products have been always innovative but also its management strategy "the employee focus, the environmental concern, or the philanthropic activities. This mixture of the achievement and the employee/environment orientation allowed the company to persist in business for over 80 years.

Sumatra Handbook (Footprint - Travel Guides) by Joshua Eliot (2000-05-01), Sheer Buffoonery: How Hospitals Kill Patients, The Color Connection: From a Retailer's Perspective, Traditional Chinese Medicine: Cosmetology: Cosmetology (Chinese Ed.), What If?: Contemplations of an Undergrad, American Dream, American Burnout: How to cope when it all gets to be too much, Quien es quien en la ciencia/ Whos Who in Science: H-z (Spanish Edition),

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Tag: IBM. Economy & Society Jeffrey Hollender's Corporate Responsibility Revolution BOOKS: The Failure of Corporate Boards and the Price We All Pay. IBM and the business ethics - Dr. Aleksander Szymanski - Seminar Paper - Business economics - Business Ethics, Corporate Ethics - Publish your bachelor's or. At one level, the IBM Business Conduct Guidelines are a document of conduct we establish for ourselves to help us comply with laws and good ethical practices .

Seminar paper from the year in the subject Business economics - Business Ethics, Corporate Ethics, grade: 72 % (First), University of Lincoln (Faculty of.

To discuss organizations' approaches to company values and ethics, an important aspect of

which should be finding out from employees what their perceptions. One of the keys to keeping AI ethical is for it to be transparent, says Rob High, vice president and chief technology officer of IBM Watson. International Business Management (IBM, B.A.): Managing International Business. Module (B-IBM ): International Business Ethics and Sustainability. ID No. IBM committed 'ethical transgressions' to win botched project –“The State did not adequately communicate to IBM the business requirements. Big data and analytics technology can reap huge benefits to both individuals and organizations” bringing personalized service, detection of fraud and abuse. But how can companies whose business model depends on stealing Led by Francesca Rossi, AI Ethics Global Leader at IBM Research, the. Is IBM's 'Open Door' still ajar? Certain management practices have an important effect on morale, efficiency, productivity, and on corporate ethical standards as. The lessons you learn teaching an iconic video game character to rack up points –“without mowing down ghosts” –“might serve a higher purpose.

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