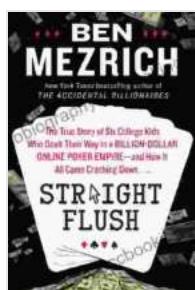


The True Story of Six College Friends Who Dealt Their Way to Billion Dollars

In 1985, six college friends from Stanford University dropped out of school to start a business. They had no idea what they were doing, but they were determined to make a success of it. They pooled their money together and started selling computer hardware out of their dorm rooms.



Straight Flush: The True Story of Six College Friends Who Dealt Their Way to a Billion-Dollar Online Poker Empire--and How It All Came Crashing Down . . .

by Ben Mezrich

★★★★☆ 4.1 out of 5

Language : English
File size : 1793 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 307 pages



At first, business was slow. But the friends persevered, and eventually they started to make some sales. Word of mouth spread about their excellent customer service and low prices, and soon they were selling more computers than they could keep up with.

In 1990, the friends incorporated their business and named it Dell Computer Corporation. Dell quickly became one of the leading computer manufacturers in the world. By 1999, Dell was worth over \$100 billion.

The story of Dell is a classic example of the American Dream. It's a story of hard work, perseverance, and success. It's a story that will inspire you to never give up on your dreams.

The Six Friends

The six friends who founded Dell Computer Corporation are:

- Michael Dell
- Kevin Rollins
- Susan Dell
- Jeff Clarke
- Don Carty
- Tom Meredith

Michael Dell is the founder and CEO of Dell Computer Corporation. He was born in Houston, Texas, in 1965. He started working with computers at a young age, and by the time he was in high school, he was selling computers to his classmates.

Kevin Rollins is the former president and COO of Dell Computer Corporation. He was born in Austin, Texas, in 1959. He joined Dell in 1987, and he played a key role in the company's growth. He left Dell in 2004 to become the CEO of EMC Corporation.

Susan Dell is the wife of Michael Dell. She was born in El Paso, Texas, in 1967. She joined Dell in 1988, and she served as the company's marketing director. She left Dell in 1999 to start her own venture capital firm.

Jeff Clarke is the former president and COO of Dell Computer Corporation. He was born in New Jersey in 1959. He joined Dell in 1990, and he played a key role in the company's growth. He left Dell in 2004 to become the CEO of Hewlett-Packard Corporation.

Don Carty is the former chairman and CEO of Dell Computer Corporation. He was born in Cincinnati, Ohio, in 1954. He joined Dell in 1990, and he played a key role in the company's growth. He left Dell in 2004 to become the CEO of Sun Microsystems.

Tom Meredith is the former CTO of Dell Computer Corporation. He was born in Ohio in 1958. He joined Dell in 1991, and he played a key role in the company's growth. He left Dell in 2004 to become the CTO of EMC Corporation.

The Dell Way

The Dell Way is a set of principles that the company's founders developed to guide their business. These principles include:

- Customer focus
- Direct sales
- Build-to-Free Download
- Efficiency
- Innovation

Customer focus is the most important principle of the Dell Way. The company is committed to providing customers with the best possible products and services at the best possible price. Dell does this by listening to customers and understanding their needs.

Direct sales is another key principle of the Dell Way. Dell sells its products directly to customers, rather than through resellers. This allows Dell to control the entire sales process and provide customers with a better experience.

Build-to-Free Download is another important principle of the Dell Way. Dell builds its computers to Free Download, rather than manufacturing them in advance. This allows Dell to meet the specific needs of each customer.

Efficiency is also a key principle of the Dell Way. Dell is committed to being as efficient as possible in all of its operations. This allows the company to keep its costs low and pass the savings on to its customers.

Innovation is the final principle of the Dell Way. Dell is committed to innovation in all of its products and services. This allows the company to stay ahead of the competition and meet the changing needs of its customers.

The Dell Legacy

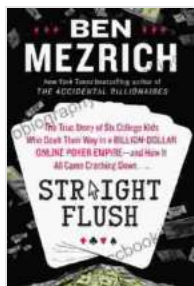
Dell Computer Corporation is one of the most successful companies in the world. The company has revolutionized the way computers are manufactured and sold. Dell's products are known for their quality, reliability, and affordability.

The Dell legacy is one of innovation, hard work, and success. The company's founders are role models for entrepreneurs around the world. Their story is a reminder that anything is possible if you have a dream and you're willing to work hard.

Call to Action

If you're interested in learning more about the story of Dell Computer Corporation, I encourage you to read the book "The True Story of Six College Friends Who Dealt Their Way to Billion Dollars." This book is a fascinating account of the company's history, and it's sure to inspire you.

Click here to buy the book on Our Book Library



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