

The Lenovo Way: Managing a Diverse Global Company for Optimal Performance (Business Books)

By Gina Qiao, Yolanda Conyers

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BUILD YOUR COMPANY INTO A GLOBAL GIANT--THE LENOVO WAY

A powerful book that shows the step-by-step evolution of a new kind of global technology powerhouse, *The Lenovo Way* is indispensable reading for leaders and managers who deal with strategy, innovation, branding, and HR at any kind of company. It also tells the remarkable story of how two women from very different backgrounds rose to become leaders in Lenovo's journey to the top.

The Lenovo Way shows business leaders how to gain market share and develop new business models. The strategies driving Lenovo's ascent to the leading position in the PC industry have been in motion for years, and this book shows how Lenovo, with roots in both East and West, did it. Based on unprecedented access to former and present CEOs and other top managers, *The Lenovo Way* tells the fascinating story of the rise of this remarkable global brand. It also provides invaluable business lessons for how to use Lenovo's success strategies to advance your own company's success.

Building for a decade on its history-making acquisition of IBM's PC business in 2005, today Lenovo is #1 in global PC sales, and it is rapidly gaining in sales of tablets and smartphones. Lenovo is challenging the world's biggest and most powerful brands through innovations and new acquisitions to become an even bigger force in smartphones, servers, and cloud computing, and its CEO has been listed as one of the best in the world. Using the story of Lenovo as a case study illustrating best global practices, *The Lenovo Way* explains how to:

- Gain market share by protecting core strengths while seizing new opportunities
- Create a diverse and effective culture that transcends all borders
- Lead your company successfully through the chaos of change
- Make innovation part of your organizational DNA

Providing key insights into the topics most critical to leaders of global businesses, the authors explore all the major turning points: from building an iconic brand to streamlining supply chains, while making the transition from a core business of PCs to a new business model.

In order to excel in today's marketplace, managers need to create a blueprint for a whole new level of globalization. You must position your company to continue doing what it does best, yet be poised not just to navigate but also to capitalize on change and take advantage of turmoil. Look to the company that has been able to turn a diverse workforce into a global business phenomenon. This is your time to learn how to do it *The Lenovo Way*.

PRAISE FOR *THE LENOVO WAY*:

"In this book, the authors pull back the covers and give incredible insights into this fascinating organization of the future, sharing a blueprint that others can adapt in order to be a truly global organization." -- DAVE ULRICH, Ross School of Business, University of Michigan; author of *HR Transformation* and *The Why of Work*

*"If you want to grow your business and turn global opportunity into reality, read **The Lenovo Way**. From the new generation of female leadership, this book shares important business lessons for a global world."* -- CAROL EVANS, President, Working Mother Media

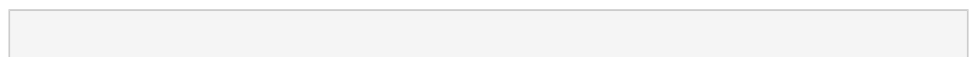
*"Through groundbreaking and innovative leadership, Lenovo has proven that 'soft' values can lead to huge profits. **The Lenovo Way** shows how they did it-- and how you can too."* -- MARSHALL GOLDSMITH, author of the *New York Times* bestseller *What Got You Here Won't Get You There*


*"In **The Lenovo Way**, authors Gina Qiao and Yolanda Conyers have mapped a course to success for future global leaders."* -- DEBORAH GILLIS, President and CEO, Catalyst

*"**The Lenovo Way** is a must read for leaders who are seeking to apply global leadership attributes in a dynamic global marketplace. Read it!"* -- RONALD C. PARKER, President and CEO, the Executive Leadership Council & Foundation; former SVP of HR and Chief Global Diversity Officer, PepsiCo

*"Through vivid storytelling and filled with practical takeaways, **The Lenovo Way** shows, step by step, how this nimble company has become such a global player-- and how their innovative team is on the cutting edge of best business practices."*
-- DAVE DUFFIELD, Co-founder and Chairman of the Board, Workday

*"**The Lenovo Way** shows leaders and managers of any kind of business how prioritizing diversity truly leads to growth and success."* -- JOHN HALEY, CEO, Towers Watson



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Editorial Review

About the Author

Gina Qiao is the Senior Vice President of Global HR at Lenovo, where she has been employed for more than 23 years. After working several years in Lenovo's U.S. offices, she is currently headquartered in Beijing.

Yolanda Conyers is the Vice President of Global HR Operations and Chief Diversity Officer at Lenovo. She has been with the company since 2007, previously working at Dell. Conyers is based in Austin, Texas.

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Jimmy Torres:

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