

Lessons From Business History©

Objective: It has been said, “Those who do not learn the lessons of history are doomed to repeat the mistakes of the past.” Many lessons can be learned not only from those who have been successful, but also from those who failed.

What you will learn:

- The history of several successful companies
- Why companies like Wal-mart, Microsoft, Coca Cola, and McDonalds were successful
- The biographies of several well known executives will also be reviewed
- The impact that well known executives have had on their company
- The common characteristics of successful executives and businesses
- The mistakes made by others
- The lessons that can be learned from studying business history

CPE: 4 hours

Level: Overview

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis J. Gerschick

Code: LFBH