How ibm was able to get outside of the anchoring trap?

The Coming of the Globally Integrated Enterprise," HOBS case 9-308-105, October 7, 2009 Abstract In this Case Study, IBMillustrates a great example of taking a company to a global level by providing great leadership and making great decisions. IBM was able to notice their opportunity to provide their services outside the US and put together a plan to make sure it was successful. IBM also shows how they were able to go from being a hardware supplier to a software supplier, which opens up more opportunities for their company to survive even during hardships in the economy.

In this case study, I will go Into how IBM was able to get outside of the anchoring trap even through the economic challenges.

IBM was able to think through their decisions and avoid the challenge of being bias In that process. Although many may think It as a trade out for IBM to take their business on a global level and offer employment outside of the US, it was indeed a great business plan. In this case study, I will discuss how IBM used great decision making to become so successful, how they were able to identify the red flags.

In one of the most watched transfers of corporate leadership in modern history, Vim's top job went from Sam Palominos to veteran Bemire Ginning Roomette on the first of the year. The transition capped off one of the company's best years ever, with sales topping $100 billion in 2011. IBM also managed to capture popular culture's attention thanks to Watson, its artificial intelligence program which played Jeopardy! Better yet, Watson beat champions Ken Jennings and Brad Router.

Banner year, indeed. Fortune 500, 2012) As stated in the case study, IBM was able go outside of their comfort zone y only providing hardware and move into being a software provider. This decision was great being that they were able to avoid a status quo trap [Heading 2]1 [To add a table of contents (TOCK), apply the appropriate heading style to Just the heading text at the start of a paragraph and It will show up In your TOCK. To do this, select the text for your heading.