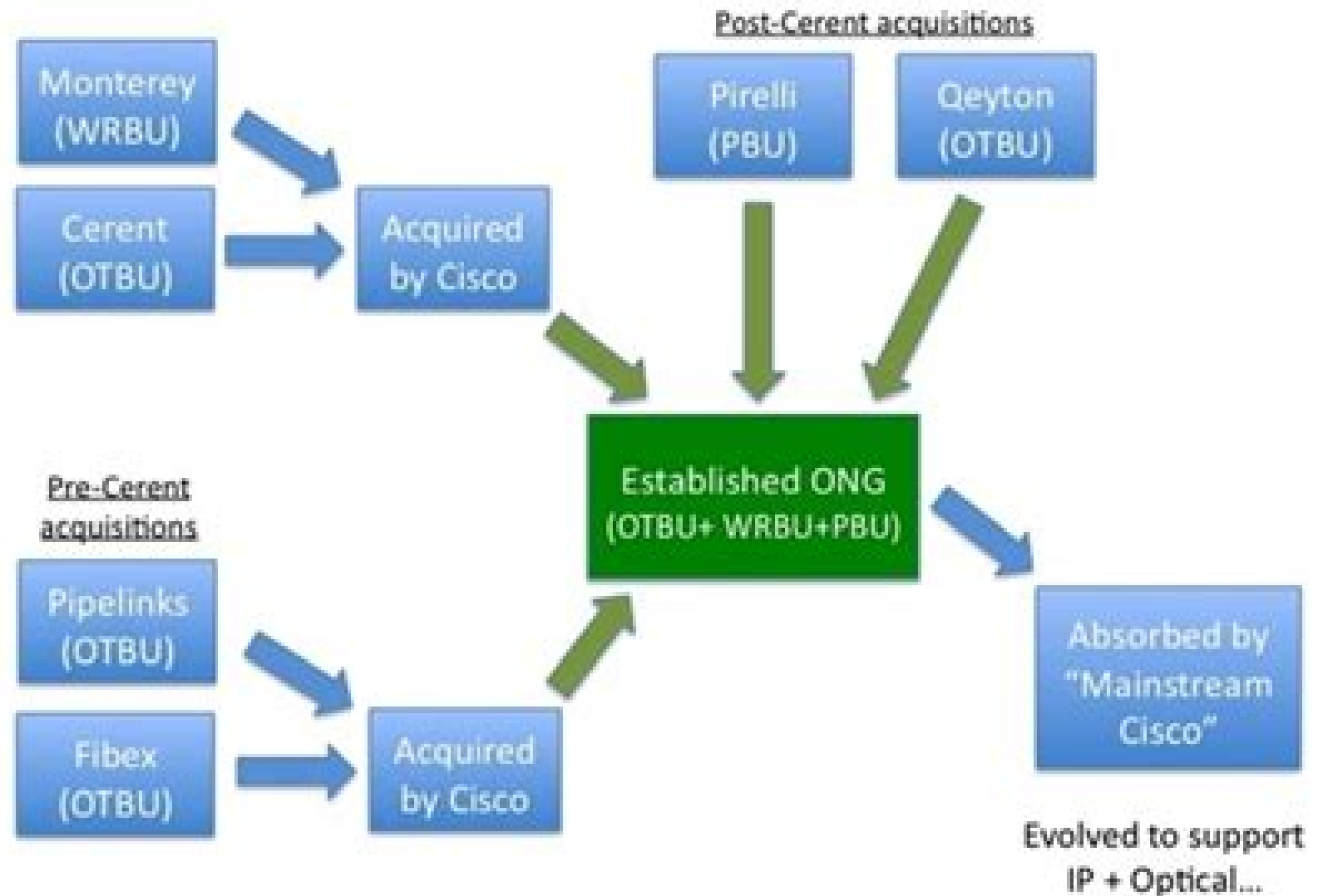


Cerent Set-up as a Standalone Business Unit, OTBU, within Cisco



The Upstart Startup How Cerent Transformed Cisco

John Chambers



The Upstart Startup How Cerent Transformed Cisco:

The Upstart Startup Robert K. Koslowsky, 2014-12-13 The Upstart Startup How Cerent Transformed Cisco recounts the story of a startup company that achieved major success in the telecom marketplace and has since spawned many other innovative companies in both Silicon Valley and Telecom Valley Written by a marketing insider from the earth shattering 6.9 billion acquisition of Cerent Corp by Cisco Systems the reader will appreciate the telecom history that witnessed industry's brightest talent bring the convergence of newly available technologies integrated into one of the decade's hottest optical networking products the Cerent 454 to the marketplace *Connecting the Dots: Leadership Lessons in a Start-up World* John Chambers, 2018-10-04 Legendary Silicon Valley visionary and one of the world's greatest business leaders John Chambers shares the playbook and philosophy that transformed Cisco into a global tech titan and now inspire a new generation of leaders *Making the Cisco Connection* David Bunnell, Adam Brate, 2000-02-29 Cisco Systems is known among the technology elite in Silicon Valley as one of the most successful companies to emerge from the Valley in many years It has been dubbed computing's next Superpower Just as Intel and Microsoft soared to lofty heights with the rise of the personal computer Cisco Systems is flying on the spectacular updraft of the Internet The company which makes specialized computers that route information through a network acting as a sort of data traffic cop has captured 85 percent of the market for routers used as the backbone of the biggest network of them all the Internet As a result over the last five years the value of Cisco's total outstanding stock has risen over 2,000 percent twice the increase of Microsoft Corp stock in the same period Beginning as a tale of two college sweethearts at Stanford University who cofounded the company fifteen years ago the often told Cisco legend has all the makings of a great novel love money a villain or two corporate coups and the sweet taste of victory But mostly the Cisco story is a very unusual tale of corporate success Despite the struggle of passing through several regimes Cisco managed to hit all the crucial spots of its business Cisco consistently bested competitors like 3Com and IBM with insight innovation customer focus and one of the biggest corporate buying sprees in history Making the Cisco Connection deftly traces the networking giant's path to success from its founding couple Sandra Lerner and Leonard Bosack to current CEO John Chambers It highlights the company's astounding knack for buying other businesses and making them part of a huge conglomerate its own highly developed use of technology and its unusually tight knit culture Featuring the perspective of top Cisco executives and competitors this book reveals how Cisco's technology employees and even its competition have blended to make Cisco possibly the most important company shaping the future of communications Next to ruthless competitors Microsoft and Intel Cisco shines with a kinder gentler image emphasizing happy customers and employees You'll see how Cisco built its impressive culture by cultivating community boosting morale whittling down bureaucracy and saving money to boot This book also explains how Cisco is positioning itself to enter a new competitive playing field moving beyond Internet routers in an attempt to build a single giant global communications system based on the

Internet that would make the current telephone system obsolete Cisco wants to be the company that delivers the infrastructure of this new network which will combine computer networks with telephones television radio and satellite communications To do that it is now challenging global giants such as Lucent Technologies and Fujitsu Cisco plans to become the backbone of the entire communications industry making it a corporation of incredible power as the Internet Age blossoms in the new millennium Provocative and instructive Making the Cisco Connection traces the unique history of one of the most profitable and enduring technology companies in business today Acclaim for Making the CISCO Connection If you want to learn the whole scoop about the first Internet Age company and one of the most successful firms of any age you ve come to the right place Bunnell s treatment of Cisco s rise and continued rise is fascinating and full of human detail It s clear that Cisco is not just a firm with great technology but also great leaders and managers Thomas H Davenport Director Andersen Consulting Institute for Strategic Change Professor Boston University School of Management Cisco has emerged as a twenty first century leader David Bunnell captures the ongoing story of the Cisco executive team exploiting IT structuring a unique organization and creating a dynamic strategy for this breakaway dot com company Richard L Nolan William Barclay Harding Professor of Business Administration Harvard Business School *CONNECTING THE DOTS* JOHN.

CHAMBERS,2018 **Connecting the Dots** John Chambers,Diane Brady,2018 Silicon Valley visionary John Chambers shares the lessons that transformed a dyslexic kid from West Virginia into one of the world s best business leaders and turned a simple router company into a global tech titan When Chambers joined Cisco in 1991 it was a company with 400 employees a single product and about 70 million in revenue When he stepped down as CEO in 2015 he left a 47 billion tech giant that was the backbone of the internet and a leader in areas from cybersecurity to data center convergence Along the way he had acquired 180 companies and turned more than 10 000 employees into millionaires Widely recognized as an innovator an industry leader and one of the world s best CEOs Chambers has outlasted and outmaneuvered practically every rival that ever tried to take Cisco on Nortel Lucent Alcatel IBM Dell and Hewlett Packard to name a few Now Chambers is sharing his unique strategies for winning in a digital world From his early lessons and struggles with dyslexia in West Virginia to his bold bets and battles with some of the biggest names in tech Chambers gives readers a playbook on how to act before the market shifts tap customers for strategy partner for growth build teams and disrupt themselves He also adapted those lessons to transform government helping global leaders like French President Emmanuel Macron and Indian Prime Minister Narendra Modi to create new models for growth As CEO of JC2 Ventures he s now investing in a new generation of game changing startups by helping founders become great leaders and scale their companies Connecting the Dots is destined to become a business classic providing hard won insights and critical tools to thrive during the accelerating disruption of the digital age

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