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Direct from Dell - Strategies that revolutionized an industry. 1st ed. London: Harper Collins. Dell, M., 2015. Michael Dell on Going Private, Company Management, and the Future of the Computer [Interview] (23 01 2015).

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Writings Dell's 1999 book, Direct from Dell: Strategies That Revolutionized an Industry (by HarperBusiness), is an account of his early life, his company's

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foundings, growth and missteps, as well as lessons learned. The book was written in collaboration with Catherine Fredman.

## *Michael Dell - Wikipedia*

In "Direct from Dell, you'll find strategies for using the Web to enhance your sales and empower information throughout your business. If you want to capitalize on cyberspace, you should read this book."-- Bill Gates, Chairman and CEO, Microsoft Corporation "Virtual integration may well become a new organizational model for the information age ...

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