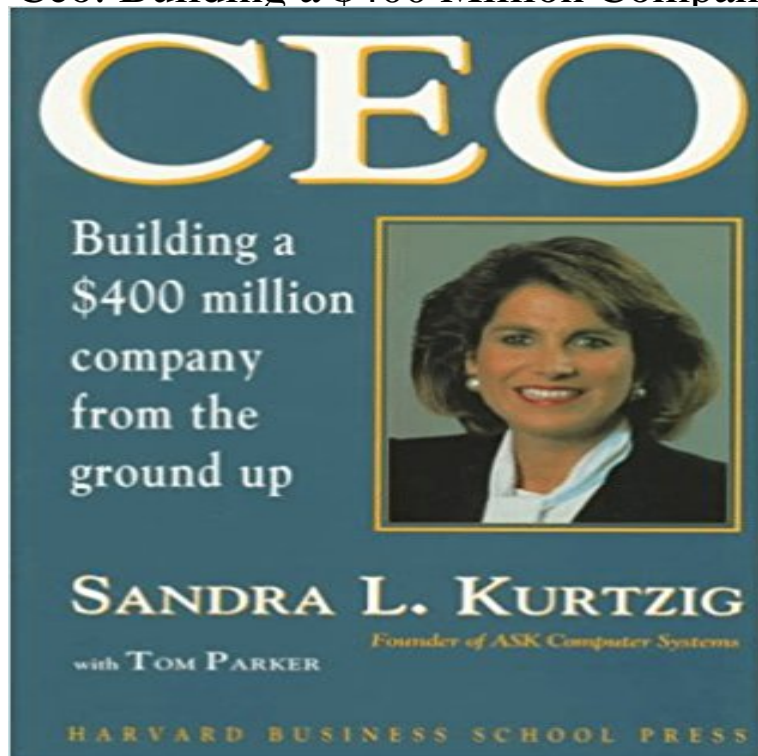


## Ceo: Building a \$400 Million Company from the Ground Up



Sandra Kurtzig's personal story of how she founded ASK Computers - with entrepreneurial advice for men and women at all organizational levels. The text tells of how Kurtzig transformed a \$2000 investment and a bedroom office in her house into a \$400 million software giant in 18 years. This edition features a new introduction in which Kurtzig draws on her own experiences to provide insight into the sources of entrepreneurial success - leadership, vision, strategic thinking and the ability to make decisions and take risks. It also includes a new concluding chapter that brings the story up to 1993, describing Kurtzig's return to ASK in 1989 to engineer a successful turnaround, more than doubling revenues to \$432 million by 1993. Kurtzig's product revolutionized business by enabling her clients to implement just in time inventory control. She was the first woman to take a high-technology firm public.

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