

Le livre du centenaire d'IBM retrace 100 ans de progrès dans les sciences, l'économie et la société

Les idées qui ont façonné une entreprise et son siècle

Paris - 28 oct. 2011: IBM célèbre son centenaire avec la sortie d'un livre disponible en version française : « Au service d'un monde meilleur - Les idées qui ont façonné une entreprise et son siècle ». L'ouvrage est coécrit par trois journalistes : Kevin Maney, Steve Hamm et Jeffrey M. O'Brien. Il retrace l'évolution du monde au cours du siècle passé dans le domaine des technologies et de l'économie ainsi que la façon dont le progrès survient et décrit le rôle prépondérant joué par IBM dans toutes ces transformations.

Les enseignements du livre sont intéressants pour toutes les entreprises : survivre et réussir pendant une décennie (voire pendant un siècle) requiert la capacité d'anticiper les changements et l'aptitude à continuellement se transformer. Au cours de son existence, IBM, forte de sa culture et de ses valeurs fondamentales, naquit, grandit, prospéra, faillit mourir, se transforma et s'engage désormais dans un second siècle d'innovations.

Le livre est divisé en trois chapitres :

- Faire progresser les sciences de l'information

Kevin Maney retrace l'évolution des technologies de l'information au cours du siècle dernier et décrit la façon dont les ingénieurs et scientifiques d'IBM ont été à l'origine de nombreuses briques de l'informatique moderne, de la puce mémoire aux ordinateurs mainframes en passant par l'ordinateur personnel et Watson.

- Réinventer l'entreprise moderne

Steve Hamm se penche sur la façon dont les innovations mises en place au sein d'IBM - des nouvelles politiques managériales aux idées de responsabilité sociétale, en passant par l'engagement global et la création de la culture d'entreprise - ont permis de définir le nouveau visage de l'entreprise moderne.

- Améliorer la marche du monde

Jeffrey M. O'Brien explore les réalisations d'IBM ainsi que celles d'autres pionniers technologiques et sociétaux afin de découvrir comment survient le progrès - de l'envoi d'un homme sur la lune à l'amélioration de la santé des populations en passant par la conception de villes plus sûres et moins congestionnées.

Le livre est disponible en version française en librairie ou sur le site de [Pearson](#) France.

Pour plus d'informations sur le centenaire d'IBM : <http://www.ibm.com/ibm100/fr/fr/stories/>

Les images historiques, les faits marquants, et l'historique de la société sont disponibles dans l'espace presse : <http://www-03.ibm.com/press/fr/fr/presskit/33870.wss>

New Book Highlights 100 Years of Progress in Technology, Business and Society

Business Book Marks IBM Centennial

Armonk, NY, USA : IBM (NYSE: IBM) will mark its Centennial with the release of a new business book, *Making the World Work Better: The Ideas That Shaped a Century and a Company* (IBM Press/Pearson; paperback original; June 16, 2011). The book is written by award-winning journalists, Kevin Maney, Steve Hamm and Jeffrey M. O'Brien.

The book chronicles the ways the world has changed over a century in technology, business and the way progress happens, as well as the role IBM has played in these changes.

The lessons of the book for all businesses are powerful: To survive and succeed for a decade – even more for a century – requires the ability to anticipate change and the capacity to continually transform. Over the course of a century, IBM – grounded in a distinctive culture and set of core values – came into being, grew, thrived, nearly died, transformed itself, and is now charting a new path for its second century of innovation.

"The authors uncovered not only a wealth of facts and stories, but a set of powerful ideas. Though never written down, they have informed the company's history from its birth to the present day" said Mike Wing, Vice President of IBM Strategic Communications and editor of the book.

IBM Chairman, President and Chief Executive Officer Sam Palmisano contributed the book's foreword. He notes that the decision to go beyond a traditional commemorative publication – to research and produce a book of ideas – was based on the belief that the company's history contains lessons about business, technology and progress that go far beyond IBM.

Founded in 1911, IBM was shaped by Thomas J. Watson Sr., whose slogan "Think" still guides the company today. Since Watson's day, IBM's breakthroughs and inventions have formed the DNA of the information technology industry. At the same time, IBM also pioneered many dimensions of 20th century business, and

enabled many essential systems of the modern world.

The book is both a look at IBM's past and an instructive narrative on how one of the world's largest companies will operate in the 21st century. It is divided into three chapters:

- In "Pioneering the Science of Information," Kevin Maney tells the story of the evolution of information technology over a century, including how IBM engineers and scientists invented many of the building blocks of modern information technology, such as the memory chip, the mainframe computer, the PC, new fields of mathematics, and the Watson computer that defeated two grand champions on the popular TV quiz show, *Jeopardy!* This story points to the future of science, and of how we think about thinking itself.
- In "Reinventing the Modern Corporation," Steve Hamm focuses on how IBM's business innovations – from progressive workforce policies, to new ideas of societal responsibility, to global engagement, to the deliberate creation of corporate culture – helped shape the modern corporation.
- In "Making the World Work Better," Jeffrey M. O'Brien looks underneath the work of IBM and other technological and societal innovators, discovering how we actually make progress. The pattern he unearths helps illuminate achievements ranging from putting a man on the moon, creating cleaner air and water and improving the health of populations, to shaping safer, less congested cities. It's a path that can make a lasting impact on our world, and one that IBM is actively pursuing today.

The book will be printed in eight languages and be available in an electronic format as an eBook.

About the Authors

Kevin Maney is the author of three critically acclaimed books. He was a reporter, editor and columnist at *USA Today* for 22 years and a contributing editor at Conde Nast *Portfolio*. He has also been a contributor to *Fortune*, *Wired*, *The Atlantic*, NPR and ABC News.

Steve Hamm is a writer and videographer in IBM's corporate communications department. Previously, he was a journalist for 30 years, most recently at *BusinessWeek*, where he was a senior writer in the technology section. As a journalist, he covered the computer industry for 20 years, first in Silicon Valley and then in New York.

Jeffrey M. O'Brien is a former senior editor for *Fortune* and *Wired*. He has received several journalism awards and his work has been featured in *The Best of Technology Writing*, *The Best American Science and Nature Writing* and *The Best American Science Writing*.

Making the World Work Better: The Ideas That Shaped a Century and a Company

Authors: Kevin Maney, Steve Hamm and Jeffrey M. O'Brien

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About IBM: For more information on the IBM Centennial, visit: www.ibm100.com.

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Editors: Visit IBM's Centennial press room to obtain historical images, a snapshot of milestones and a fact sheet at www.ibm.com/press/ibm100.

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