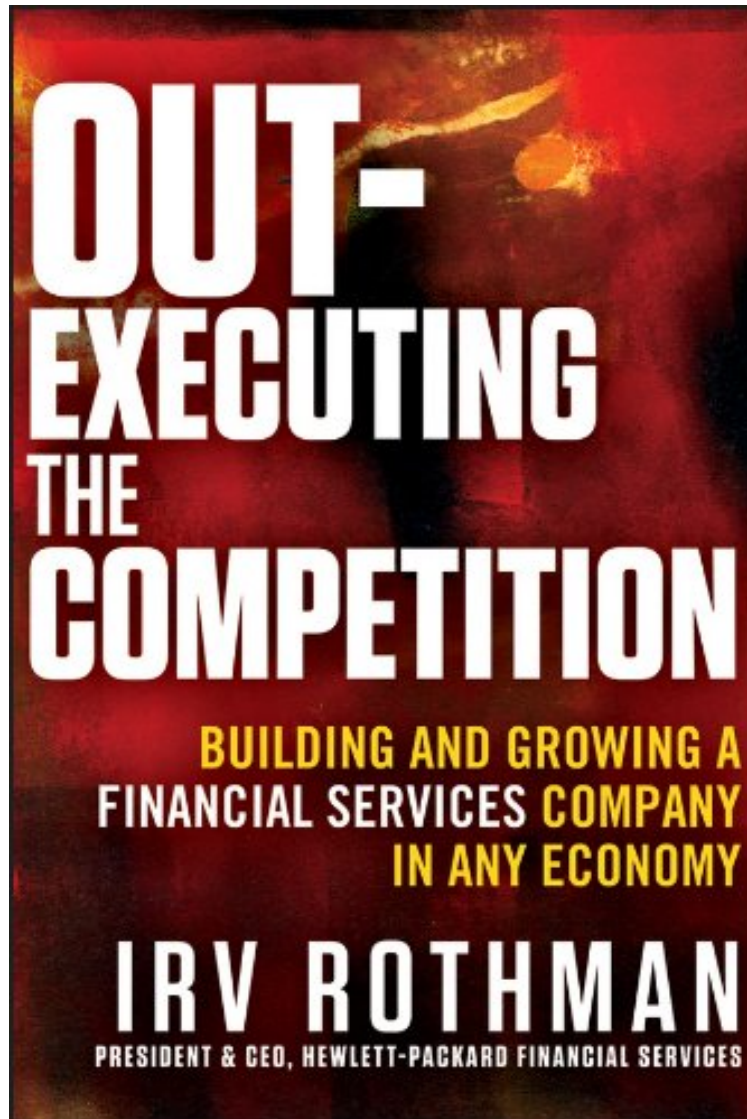


(Ebook pdf) Out-Executing the Competition: Building and Growing a Financial Services Company in Any Economy

Out-Executing the Competition: Building and Growing a Financial Services Company in Any Economy

Irving H. Rothman

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An inside look at what makes a successful financial services company Irv Rothman may not have considered a career in the financial services early on, but he ended up in leadership positions at ATT, Compaq and, for over a decade, Hewlett-Packard. His consistent record of success and insider perspective make him the perfect guide to the art of building and growing a financial services company, and in Out-Executing the Competition he shares his remarkable story and years of experience, giving readers a glimpse into his numerous accomplishments and providing takeaways they can apply to their own companies, whatever the industry. An engaging and lively account of Rothman's career focusing on his work at financial services companies during some of the most economically challenging periods of the past thirty years, the book explores the methods and tactics he used to help his companies not only weather financial uncertainty, but to thrive. Tells the story of financial services company expert Irv Rothman, in his own words Includes invaluable insights into how to build a financial services company that can survive and thrive in even the toughest economic climate Helps readers working at financial services companies and in other industries to construct solid businesses that can outperform their competition Part biography, part how-to guide, Out-Executing the Competition is the ultimate inside look at building a financial services company that's sure to succeed.

From the Inside Flap Irv Rothman knows a thing or two about the financial services industry. As President and CEO of HP Financial Services, he oversees a multibillion-dollar global operation with over 1,200 employees. In Out-Executing the Competition, Rothman explains how he got to where he is now and what he's learned along the way, revealing exactly what it takes to successfully build and grow a financial services company; no matter what the economic climate. Part autobiography, part how-to guide, this book takes you behind the scenes of Rothman's remarkable experiences leading some of the most important; and profitable; financial services businesses in recent memory. With over forty years on the front lines, Rothman has seen firsthand what makes a great leader, and in Out-Executing the Competition, he explains how the lessons he's learned; an unwavering commitment to core principles coupled with open-minded adaptability and a passion for innovation; have informed his career. A captivating look at how remaining true to your values despite the challenges of social and corporate change is essential for success. The book is filled with invaluable learnings on leadership techniques Rothman has used to help companies not only survive financial uncertainty, but to thrive in any economy. Lively and accessible, the book paints a fascinating picture of what makes a profitable and stable financial services company. From ATT Capital Corporation; then the second largest captive leasing company in the country; to Compaq Financial Services, which he grew into a \$3.7 billion business, and, of course, HP, Rothman's incredible track record and insider perspective make him the ultimate authority on the secrets to succeeding in the financial services industry. Now, in Out-Executing the Competition, he shares what he's learned so that you can improve your own company, whatever the industry. From the Back Cover Praise for Out-Executing the Competition, Building and Growing a Financial Services Company in Any Economy "You can't sell from an empty wagon." Irv Rothman fills his wagon, personally and professionally, for his (and our) stunning success. He proves, while giving data its due, judgment is the glue. Hide this book from the competition." —Jack R. Harrison, Pulitzer Prize-winning writer and retired vice president, New York Times Company "In this autobiographical book, Irv Rothman provides a set of simple, yet highly effective practices that leaders can use to successfully navigate their firms in these turbulent times." —Das Narayandas, James J. Hill Professor of Business Administration, Harvard Business School "Irv Rothman and I have been business associates and good friends for over twenty-five years; I thought I knew the man well. But, through Irv's book, I learned a lot more about him, including his exceptional organizational, motivational, and negotiating expertise. This is a must-read for those wishing to greatly enhance their management skills and techniques." —Larry Prendergast, former VP and treasurer, ATT Inc. "Irv blends a delightful mix of moxie, observation, and a quest for self-improvement in a fast-paced, yet engrossing tale of business success and leadership. His entertaining prose style is perfectly reflective of his management style; bold, confident, and one of a kind. Wonderfully anecdotal, there is much to be gleaned from this compendium of experiences by a down-to-earth CEO who has outperformed over an exemplary career in finance." —Robert H. Clymer III, Managing Director, Berenson Company, Inc. "Through his own life experiences and his perspective as a successful CEO during 'boom and bust,' Rothman provides an enjoyable

tutorial on hard-nosed, results-oriented leadership and management in the highly competitive world of equipment finance." mdash;William G. "Woody" Sutton, CAE, President and CEO, Equipment Leasing and Finance Association
"In a style that is uniquely his own, Irv Rothman reminds us of the time-tested keys to success, including hard work, that leaders should incorporate into their approach even today." mdash;Wayne Robinson, former managing director, Wachovia Capital Finance
About the AuthorIrv Rothman is President and CEO of HP Financial Services, a wholly owned subsidiary of Hewlett-Packard Company, where he is responsible for the worldwide delivery of customized leasing, financing, and financial asset management solutions that simplify customers' IT life-cycle management and reduce their total cost of ownership. Prior to joining HP, Rothman was president and CEO of Compaq Financial Services Corporation (CFS) and a group president of ATT Capital Corporation.