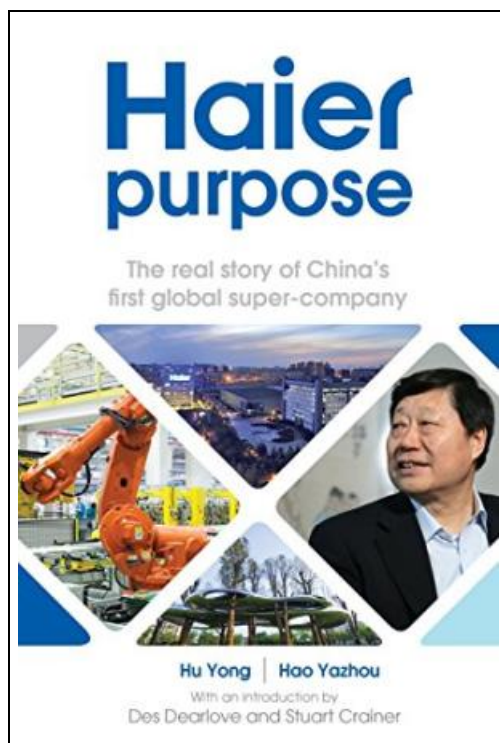# Haier purpose: The real story of China s first global super company (Paperback)

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Infinite Ideas Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In September 2015 Haier and Zhang Ruimin won the prestigious Thinkers50 Ideas into Practice award for their mixture of relentless change, teamworking and destruction of middle management layers, combined with long-term dynamic leadership. Established in 1984, Haier is the world s #1 major appliance brand. It has transformed itself from an enterprise that manufactures household appliances to a platform that incubates entrepreneurs. In June 2016 it confirmed its purchase of General Electric s appliance division for \$5.4 billion, putting one of America s best-known brands in the hands of one of China s largest companies. Haier began as an importer in Qingdao in the 1930s. In 1984, the charismatic Zhang Ruimin took over the then-state-owned enterprise, turning the money-losing company into one of China s best-known and most profitable businesses. In a story that s been retold in countless promotional materials and business school case studies, Ruimin impressed the need for quality control on his employees by smashing subpar refrigerators with a hammer as soon as they d rolled off the assembly line. (That hammer is now enshrined in Haier s Qingdao headquarters.) Now for the first time the story is told from the inside. Haier purpose is a comprehensive guide to the strategies and innovation that made Haier the global phenomenon that it is today.

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