



# Changing How the World Does Business: Fedex's Incredible Journey to Success - The Inside Story

*Roger Frock*

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## **Changing How the World Does Business: Fedex's Incredible Journey to Success - The Inside Story**

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For a long time, it looked like FedEx would never get off the ground. The company's early years were an unending series of legal, financial, and operational crises that continually threatened its ability to stay in business. Yet FedEx's leaders and employees were incredibly resourceful and resilient. Pilots used personal credit cards to gas up planes, paychecks weren't cashed, and in one of the most famous episodes, founder Fred Smith literally gambled the company's last remaining funds to keep the planes flying. Because Roger Frock was with the companies from the start, he is able to chronicle these real-life hardships and hard-fought triumphs as only an insider can. With humor and insight, he describes how FedEx overcame impossible odds to become one of the world's greatest success stories, a revolutionary company that truly changed the way the world does business.

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