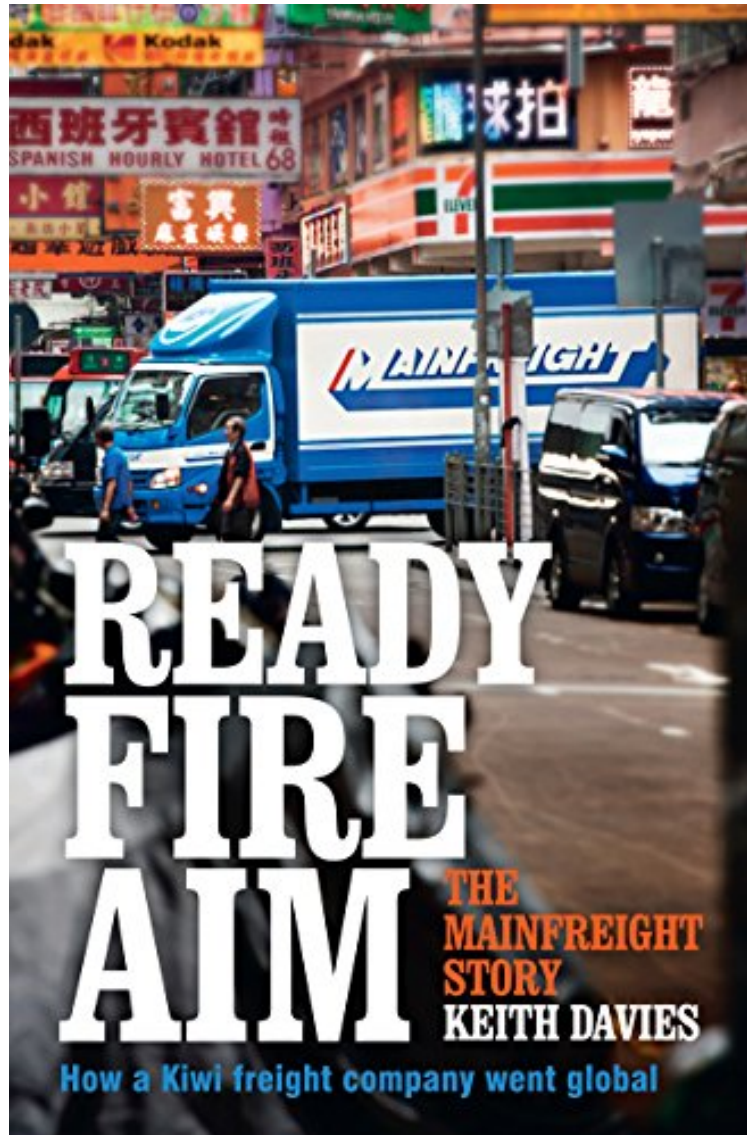


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Ready Fire Aim: The Mainfreight Story

Keith Davies

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Keith Davies : Ready Fire Aim: The Mainfreight Story before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ready Fire Aim: The Mainfreight Story:

2 of 2 people found the following review helpful. A great read about a great Kiwi company taking on the world. By Ken Aitcheson A great read about a great Kiwi company taking on the world and empowering its people to make sensible practical decisions for themselves. Its fantastic to see a company that started from identifying a need in an over regulated industry and became an international success by steadfastly refusing to create its own bureaucracy. Keep it simple and have a 100 year goal. Outstanding!! 0 of 0 people found the following review helpful. Four Stars By

BrendaExcellent reading a real insight into the people involved in Mainfreight.0 of 0 people found the following review helpful. Three StarsBy Samuel David JonesGood story but a fairly formulaic writing style.

The lively, insider story of the rise and rise of New Zealand's most successful logistics company. This is the story of a company built on the belief that with passion anything is possible. As they say at Mainfreight, 'Go anywhere as long as it is forward'. Mainfreight was founded in 1977 by the visionary Bruce Plested, who set out to make the company a family, a team, where everyone has a share in the riches and where the word 'management' is banned. The Mainfreight instruction manual is short: Feel the fear but do it anyway. This is a world where budgets are deemed 'bullshit'. Why spend time preparing figures that are invariably out of date before the ink is dry? Just make more than last year. It's also a world based on generosity: Mainfreight is the backing force behind Books in Homes, and offers tertiary scholarships to the children of all its employees. Did the rise to NZX sharemarket darling all go smoothly? Not for a minute. Initially there would be catastrophic ventures in Australia and America and finally a jaw-dropping moment in Europe when Don Braid and his team made their biggest purchase ever only to see most of the turnover and half the profit walk out the door. This book takes you on a warts-and-all exploration of Mainfreight's journey from small transport company at the bottom of the world to truly successful global logistics company.