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In 1983, Michael Dell, a freshman at the University of Texas at Austin, drove away from his parents' Houston home in a BMW he'd bought selling subscriptions to his hometown newspaper. In the backseat were three personal computers.

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1st ed. London: Harper Collins. Dell, M., 2015. Michael Dell  
on Going Private, Company Management, and the Future of  
the Computer [Interview] (23 01 2015).

Analysis DELL's Marketing Strategy - Kazmaier Language ...  
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Marketing strategy of Dell - Dell marketing strategy

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Writings Dell's 1999 book, Direct from Dell: Strategies That

Revolutionized an Industry (by HarperBusiness), is an

account of his early life, his company's founding, growth and

missteps, as well as lessons learned. The book was written in

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collaboration with Catherine Fredman.

Michael Dell - Wikipedia

In "Direct from Dell, you'll find strategies for using the Web to enhance your sales and empower information throughout your business. If you want to capitalize on cyberspace, you should read this book."-- Bill Gates, Chairman and CEO, Microsoft Corporation "Virtual integration may well become a new organizational model for the information age ...

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