



Berkshire Beyond Buffett: The Enduring Value of Values

By Lawrence A. Cunningham

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Berkshire Hathaway, the massive conglomerate that Warren Buffett built, is among the world's largest and most famous corporations. Yet, for all its power and celebrity, few people understand Berkshire, and many assume it cannot survive without Buffett. This book challenges that assumption.

In a comprehensive portrait of the corporate culture that unites Berkshire's subsidiaries, Lawrence Cunningham unearths the traits that assure the conglomerate's perpetual prosperity. Riveting stories of each subsidiary's origins, triumphs, and journey to Berkshire reveal how managers generate economic value from intangibles like thrift, integrity, entrepreneurship, autonomy, and a sense of permanence.

Berkshire Beyond Buffett explores not only what will happen to Berkshire after Buffett, but presents all of Berkshire behind Buffett, the inspiring managerial luminaries, innovative entrepreneurs, and devotees of deep values that define this esteemed organization.

Whether or not you are convinced that Berkshire can endure without Buffett, the book is full of management lessons for small and large businesses, entrepreneurs, family firms, and Fortune 500 CEOs. Enjoy entertaining tales from Berkshire's 50 main subsidiaries, including Dairy Queen, GEICO, Benjamin Moore, Fruit of the Loom, BNSF, Justin, Pampered Chef, Marmon, Clayton Homes, FlightSafety, and more.

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Editorial Review

Review

"An invaluable read for entrepreneurs, business leaders, investors, managers and anyone wanting to learn more about corporate stewardship."

(The Economist)

"Fascinating look at Berkshire as an institution."

(Liz Claman, Fox Business News)

"Fascinating . . . biography of both Buffett and Berkshire."

(Don Dion, Seeking Alpha)

"An extraordinary portrait of Berkshire Hathaway, told through the companies' distinct stories and the vital values like integrity, autonomy, entrepreneurship and a sense of permanence that they, and Buffett, share."

(David Slocum, Forbes)

"A great deep dive into Berkshire that breaks ground by showing Buffett to be an exceptional manager, and not just a legendary investor."

(Thomson-Reuters)

"An absolute must read for financial advisors."

(Nick Murray, Financial Advisor Magazine)

From the Back Cover

Inside view of Berkshire Hathaway based on interviews with dozens of top managers and board members.

About the Author

Lawrence A. Cunningham, editor and publisher since 1996 of *The Essays of Warren Buffett: Lessons for Corporate America*, is the Henry St. George Tucker III Research Professor at George Washington University. Cunningham's dozen books include *The AIG Story* and *Quality Investing*. His extensive writings on a wide range of business and legal topics appear in top university journals as well as in such periodicals as the *Wall Street Journal*, the *Financial Times*, and the *New York Times*. His books, which have been translated into a dozen languages, are widely reviewed in those newspapers as well as the *Times of London* and the *Economist*. Professor Cunningham lives in New York City with his wife and two daughters.

Users Review

From reader reviews:

Janelle Smith:

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giving you more new information but also to become your friend when you experience bored. You can spend your own personal spend time to read your book. Try to make relationship using the book Berkshire Beyond Buffett: The Enduring Value of Values. You never sense lose out for everything when you read some books.

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