

## The Aig Story

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The AIG Story captures an impressive saga in business history--one of innovation, vision and leadership at a company that was nearly--destroyed with a few strokes of governmental pens. The AIG Story carries important lessons and implications for the U.S., especially its role in international affairs, its approach to business, its legal system and its handling of financial crises.

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AIG was founded December 19, 1919 when American Cornelius Vander Starr (1892-1968) established a general insurance agency, American Asiatic Underwriters (AAU), in Shanghai, China. Business grew rapidly, and two years later, Starr formed a life insurance operation.

The AIG Story (Audiobook) by Maurice R. Greenberg ...

Maurice Greenberg, former CEO of American International Group, Inc. (AIG), talked about his book, The AIG Story, in which he chronicles the rise and fall of the international insurance and...

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The Aig Story

The AIG Story first chronicles the origins of the company and its relentless pioneering of open markets everywhere in the world from 1970 to 2005. It then explores how the company faltered after it adopted a one-size-fits-all corporate governance structure that turned the company upside down and put it at the center of the 2008 financial crisis where the authorities seized upon it as both scapegoat and solution to the crisis.

History - Insurance from AIG in the US

In "The AIG Story," the man who built the giant insurer says that the answer is yes and explains his reasoning.

Book Review: The AIG Story - WSJ

A unique account of AIG by one of the iconic business leaders of the twentieth century who developed close relationships with many of the most important world leaders of the period and helped to open markets everywhere Offers new critical perspective on battles with N. Y. Attorney General Eliot Spitzer and the 2008 U.S. government seizure of AIG amid the financial crisis Shares considerable information not previously made public The AIG Story captures an impressive saga in business history--one of ...

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Guest Author Blog by Lawrence Cunningham, co-author of "The AIG Story." Beginning in the late 1960s, Hank Greenberg and a small group of international insurance executives revolutionized the...

The AIG Story: Maurice R. Greenberg, Lawrence A ...

In The AIG Story, the company's long-term CEO Hank Greenberg (1967 to 2005) and GW professor and corporate governance expert Lawrence Cunningham chronicle the origins of the company and its relentless pioneering of open markets everywhere in the world.

The AIG Story | Wiley Online Books

Greenberg collaborates with Cunningham (Law/George Washington Univ.; Contracts in the Real World, 2012) to tell his side of the story of the incredible rise, and even more precipitous fall, of AIG, once the world's largest insurance company and the epicenter of one of the biggest bailouts ever.

[The AIG Story] | C-SPAN.org

"The AIG Story" is well written and, despite not being a business person, I found it very informative about the insurance business and how a successful company is made. The book is in two parts: the early days of Hank Greenberg's insurance career, the start of AIG on his watch, and the world-wide expansion of AIG and the American Insurance Industry.

Stories | AIG Centennial

The AIG Story captures an impressive saga in business history--one of innovation, vision and leadership at a company that was nearly--destroyed with a few strokes of governmental pens. The AIG Story carries important lessons and implications for the U.S., especially its role in international affairs, its approach to business, its legal system and its handling of financial crises.

American International Group - Wikipedia

The AIG Story is really Hank Greenberg's story, told from the very heart of events and carrying important lessons and implications for the U.S., especially its role in international affairs, its approach to business, its legal system and its handling of financial crises.

The AIG Story by Maurice R. Greenberg, Lawrence A ...

The AIG Story carries important courses and implications for the U.S., notably its place in worldwide affairs, its technique to business, its approved system and its coping with of financial crises. [+] Read More...

'The AIG Story:' Hank Greenberg's New Tell-All Book

The AIG story begins in China in 1919, when American Cornelius Vander Starr started an insurance agency in Shanghai. The enterprise grew first across China, then across the globe, with every new market and culture, we deepened our understanding of risk and helped create innovative ways to deliver value to our clients.

THE AIG STORY by Lawrence A. Cunningham , Maurice R ...

The AIG story isn't a single tale, but a collection of moments from our past and present that point toward our bright future.

The AIG Story by Maurice R. Greenberg, Lawrence A ...

The AIG Story carries important lessons and implications for the U.S., especially its role in international affairs, its approach to business, its legal system and its handling of financial crises. Business Nonfiction

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