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Direct from Dell: Strategies that Revolutionized an Industry. 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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Direct from Dell - Strategies that revolutionized an industry. 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 ...*

Dell was one of the pioneers of the "Direct" selling model wherein they eliminated the resellers and sold directly to the customer. The results of this model were multiple: 1) Savings were passed to the customer.

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One of the sources of Dell's initial competitive advantage can be attributed to its famous direct selling and build-to-order approach. This just-in-time (JIT) strategy allowed it to operate with the lowest inventory level in the industry.

### *Marketing strategy of Dell - Dell marketing strategy*

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### *Direct from Dell: Strategies That Revolutionized an ...*

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 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 ...