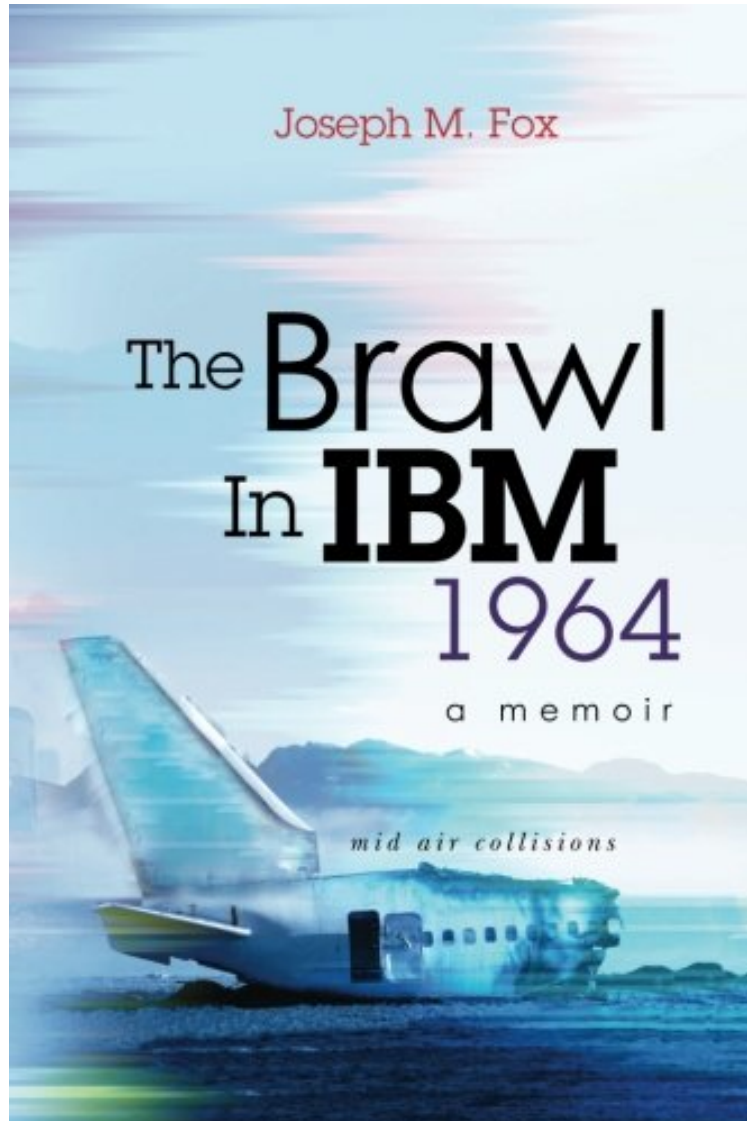


## The Brawl in IBM 1964

*Joseph M. Fox*

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1 of 1 people found the following review helpful. I was there!By jim devereauxFox does an excellent job of describing the infighting over efforts to win the en-route air traffic control contract. The battle was over a multiprocessor configuration of the yet to be announced System 360. I was part of the proposal team working on the software that would ultimately control operations. We subsequently won the software contract as well and proved the multiprocessing concept many thought would not work. These were great years at IBM and I will long remember the

brawl.0 of 0 people found the following review helpful. Now you know half of the story!By Don O'Neill[IBM Brawl 12] Fox, Joe, "The Brawl in IBM 1964", CreateSpace Independent Publishing Platform, January 26, 2012, ISBN-13: 978- 1456625514, 314 pages"The Brawl in IBM 1964" tells only half the story of IBM's involvement with the FAA. This first half is well chronicled by Joe Fox. He was there, and his words take the reader on a first hand trip through this saga.This first half focused on an internal risk adverse IBM bureaucracy and its struggles to bid and field the FAA's En Route Control System.The second half of the story, not told in this book, involves the failure of the same organization, many of the same people, and much of the same risk adverse culture to complete the FAA's Advanced Automation System (AAS) modernization program.0 of 0 people found the following review helpful. Good Book - True and AccurateBy cyber-heelVery true and accurate stories of the inside of FSD and IBM bureaucracy

Two mid air collisions 1956 and 1960 make this FAA procurement special. The computer selected will be in the critical loop of making sure that there are no more mid-air collisions. Many in IBM want to not bid. A marketing manager with but 7 years in IBM and less than one year as a manager is the proposal manager. IBM is in midstep in coming up with the new line of computers - the 360. Chaos sucks into the fray many executives- especially the next chairman, and also the IBM president. A fire house in Poughkeepsie N Y is home to the technical and marketing team for 60 very cold and long days. Finance and legal get into the fray after that.

About the AuthorJoe Fox had a 44 year career in the computer business- and was a vice president in charge of 5000 people for 7 years in the federal division of IBM. He then spent 21 years as founder and chairman of a software corporation. He started the 3 person company in the Washington D. C. area. He took it public as Template Software in 1995, and sold it and retired in 1999. With 34 years of management, his enumeration and depiction of the talents and traits that are to be recognized and rewarded at all levels of management merit perusal - and even study. He is also the author of Software and its Development published by Prentice Hall in 1982, and two paperbacks, What If in1979 and Trapped in the Organization in 1980, both published by Price Stern Sloan. His software book was translated into Russian, and his Executive Qualities was translated into Spanish. Joe Fox grew up in Brooklyn N.Y., graduated from St. John's University in Queens, N.Y. with a degree in Mathematics, and joined IBM in 1956. Twenty years later, still in IBM, he had his book Executive Qualities published by Addison Wesley in 1976. IBM, not mentioned nor identified in the book, did not see it before publication. IBM was not identified as the venue for the management ideas and concepts. After 9 printings, the publisher discontinued the book, but it still sells in book form on the used book service. Mr. Fox frequently presented the traits, talents, trials and tribulations detailed in his Executive Qualities book several times at IBM's Sands Point executive month-long training, and at CIA management meetings in Langley, Virginia. Mr. Fox chaired several committees for DOD during his career.