

BOOK REVIEW: JACK MA, THE ONE WHO NEVER GIVES UP



Author: Zhang Yiang

Reviewed by: Asst. Prof. Kusuma Dampitakse, Ph.D.

The book 'Never Give Up' reveals work experiences of the world-famous billionaire, Jack Ma of Alibaba Group, who has pursued his dream and encountered obstacles in the world of business. With his high determination, his dream eventually comes true. Since his working life was far from a rose garden, he had to learn, come up with visions and follow his plans. This book states views in terms of business administration, strategic management and the approaches that Jack Ma used in diverse situations from starting a business, entering a fierce competition to sustaining the business which includes human resources management, personnel selection, human resource development and promotion of employee.

Jack Ma started his career as a teacher; however, he realized that his ability could be utilized more than teaching. This led him to study technology in the United States with the idea that dreams and enthusiasm must not be destroyed, and no new development would be found if one only pursued the dream by walking on the same path. Unfortunately, he has failed to do business several times, but Ma never gives up.

In terms of founding and doing business, Jack Ma does not do the business alone but with his team. He must broad-mindedly manage his employees and sets goals for them to pursue and produce results to fulfill the leader's needs. With his belief that every employee and team is the key component to the company's success, he provides opportunity for young but sophisticated employees and considers promotion to the right employees, not ones with knowledge only.

Unavoidably, certain parts of the business must be ceased and replaced by new ones which can be the opportunity for the company. With his motto "Do not care what rivals are doing but do care what

they will do in the future.”, it is obvious that his vision is wide and endless. His strategy is to focus on success one by one by investing resources in a single point to win. Profit is not the first goal, but profit comes when the business reaches its goal. Jack Ma’s life is a model for the employees in his organization. Despite obstacles, he never gives up. On the other hand, he continues to adapt himself to changes by predicting business trends in the future and honor capable people. The value that Ma focuses on is “Honesty to customers”. This principle, as a part of the corporate culture, makes the organization stable, trustworthy to customers and sustain the company.

What you will learn from this book is the views of corporate executives. From the stage of founding a business to the world-class success, Jack Ma did not major in management, but he learned by himself to fulfill the missing parts. From his work experience, Ma’s view may not be the most accurate or correct, but his concept has led the organization to become a leading organization in the world. Readers will learn the ways of thinking from the success of an enterprise leader in this Digital Era.