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"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.

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Amazon.com: The AIG Story eBook: Greenberg, Maurice R ...

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especially its role in international affairs, its approach to business, its legal system and its handling of financial crises.

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In *The AIG Story*, Maurice Greenberg enlists Lawrence Cunningham to help chronicle the origins of the company and its relentless pioneering of open markets everywhere in the world. They regale listeners with riveting vignettes of how AIG grew from a modest group of insurance enterprises in 1970 to the largest insurance company in world history.

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Discover the History of AIG In 1919, Cornelius Vander Starr stepped off a steamship in Shanghai determined to make his mark in the world. Working from a two-room office, he established American Asiatic Underwriters, an insurance agency to which we trace our roots.

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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" 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

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Industry.

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Amid this expansion, it was often Roberts initiating interaction between new clients and AIG. In 1956, Roberts became head of the Europe business as the investment from the Marshall Plan revitalized the region, turning it into an important source of global growth for the company. Roberts went on to serve as a chairman of AIG.

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