



# Big Brown: The Untold Story of UPS

*Greg Niemann*

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## **Big Brown: The Untold Story of UPS** Greg Niemann

Although its brown vans are on every block and its delivery service reaches more than 200 countries, UPS is among the world's most underestimated and misunderstood companies.

For the first time, a UPS “lifer” tells the behind-the-scenes story of how a small messenger service became a business giant. *Big Brown* reveals the remarkable 100-year history of UPS and the life of its founder Jim Casey—one of the greatest *unknown* capitalists of the twentieth century. Casey pursued a Spartan business philosophy that emphasized military discipline, drab uniforms, and reliability over flash—a model that is still reflected in UPS culture today.

*Big Brown* examines all the seeming paradoxes about UPS: from its traditional management style and strict policies coupled with high employee loyalty and strong labor relations; from its historical “anti-marketing” bias (why brown?) to its sterling brand loyalty and reputation for quality.

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