

## The Aig Story

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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.

**'The AIG Story: Hank Greenberg's New Tell-All Book**  
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AIG was founded December 19, 1919 when American Cornelius Vander Starr (1892-1968) established a general insurance agency, American Asiatic Underwriters (AAU), in Shanghai, China. Business grew rapidly, and two years later, Starr formed a life insurance operation.

**The AIG Story | Wiley Online Books**  
Greenberg collaborates with Cunningham (Law/George Washington Univ.; Contracts in the Real World, 2012) to tell his side of the story of the incredible rise, and even more precipitous fall, of AIG, once the world's largest insurance company and the epicenter of one of the biggest bailouts ever.

**American International Group - Wikipedia**  
The AIG Story is really Hank Greenberg's story, told from the very heart of events and carrying important lessons and implications for the U.S., especially its role in international affairs, its approach to business, its legal system and its handling of financial crises.

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**THE AIG STORY by Lawrence A. Cunningham , Maurice R ...**  
The AIG story isn't a single tale, but a collection of moments from our past and present that point toward our bright future.

**The Aig Story**  
The AIG Story first chronicles the origins of the company and its relentless pioneering of open markets everywhere in the world from 1970 to 2005. It then explores how the company faltered after it adopted a one-size-fits-all corporate governance structure that turned the company upside down and put it at the center of the 2008 financial crisis where the authorities seized upon it as both scapegoat and solution to the crisis.

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