

# Larry Ellison - The unyielding person

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## **A businessman, a true leader**

Oracle's Larry is the world's leading corporation in the field of information management software and database, and is also the second largest independent software group in the world with a remarkable annual turnover. trenches: 9.7 billion USD. It was the great success of Oracle that brought Larry to the position of one of the richest people in the world.



Larry Ellison

Larry was once accused of being lacking in self-control and domineering in managing and operating the company's daily work. But since the past few years when he personally decided to intervene in all parts of the company, all the accusations have become meaningless when three things have happened: First, Larry has gone up. criticism of myself and the majority of the board of directors because of the slow way of doing things. Secondly, Larry found the respect of colleagues and business community. Third, Oracle has outperformed its most successful period before. Only that was enough to demonstrate Larry's innate business and executive talents. Try asking if anyone would dare say that Larry is a lacking man, an authoritarian person?

Larry's current life is a vivid proof that business is not something that can be learned from university books but must have at least a bit of innate aptitude. As someone who left the university soon (a common point among successful US IT entrepreneurs like Michael Dell or Bill Gates), Larry is known as a man with perfect business sense. , know orientation and extremely ambitious.

It is not surprising to see that Larry's brilliant achievements have a large part derived from reckless missions and also had many failures. But Larry has gained valuable lessons from that and continues to succeed on his way. Did you know that Larry once suggested to employees that there must be at least 100% increase in sales while this is really an illusion for a company that is in a difficult time and has to declare revenue from 100 million USD to 500 million USD.

It was really an impossible task for Oracle and Larry itself, unless it was just a trick that Larry tried to save for the difficult situation at the time. This event was noted as one of the few misguided risks that Larry had committed in his illustrious career because it had stubbornly created heavy work pressures on the staff of Oracle. Even so, in the end everything went smoothly and it was Larry's utopian proposal that left certain positive effects on Oracle's later successful products.

We should also learn a bit about Oracle products. Its first product was actually called Oracle 2, although it was not previously named Oracle 1. Larry's intention to use the number 2 is to prove to everyone that this is a perfect version, all errors and weaknesses have been thoroughly overcome compared to the previous version (though not any previous version). Only that is enough for us to see the bravery and creativity than Larry's people.

### **A life style labeled 'Larry Ellison'**

Larry is a famous man about eccentric statements, including a statement to journalists a few years ago about buying Apple Computer that was in a predicament of close friend Steve Jobs. Even, Larry also claimed that he would not hesitate to launch a rocket rig straight into the headquarters of Microsoft and also not afraid to call Bill Gates a bigot, a donkey. .

Larry's battle with Bill Gates deserves to be included in the treasure of all the admiration of all of us but there is one more worthy of our respect - the strong lifestyle. Larry's. For me, Larry's life is truly a fantastic. Larry lives his style with his own rules created but quite loyal to the style of another popular CEO that Larry admires is Richard Branson - president of Virgin Group (USA). There is one thing in common between these two great men, that they are people who can inspire us endless inspiration to work through their great ambitions and natural talents.

Owning a huge fortune, a very successful business corporation with products from the time of not being sold, has been sold out, Larry and his brainchild have reached the pinnacle of success. . But with his strong personality, Larry doesn't want to stop there. He tried to get a MiG jet from the Russian air force but the US side prevented it. Larry stirred up the San Jose airport office by landing his personal plane at the airport when it was at the airport's curfew. Of course, when your property in the bank has reached double digits with a unit of billion USD, the fine of 10,000 USD is considered a trifle.

In an industry where most leaders are conservative with 'eccentric and eccentric Vests', Mr Larry is extremely bright with youthful wings designed by designers. Italian people. Known by the young world as a billionaire, few know how Larry is a multifaceted man.

A genuine "playboy" billionaire, an illustrious marketer, a luxury entrepreneur, a sports enthusiast, a boat champion, a true jet pilot, Larry I really wish that later on my tombstone would not only engrave the name of my beloved wife and respectable father, but also everything that belonged to me to make others admire.

Larry's charm has become legendary, it has made not only the employees of the corporation ready to enforce all orders that are required, but also makes Oracle customers always come to the firm right from the failure. think first.

## Childhood and family

Larry Ellison's real name is Lawrence Joseph Ellison, born on August 17, 1944 in New York City. Larry's biological mother, Florence Spellman, was only a 19-year-old unmarried girl who decided to bring her 9-month-old child to help a relative. Since then, Lilian and Louis Ellison have nurtured Larry in their small two-bedroom apartment in an old Jewish middle-class house on the southern suburbs of Chicago.

Larry had a strong impression in an interview when he expressed his warm and sincere love for his adoptive mother, in contrast to his strict and indifferent adoptive father. At South Shore High School, Larry soon revealed the nature of his genius, but it was overwhelmed in the eyes of people by his negligence.

At the end of his sophomore year at the University of Illinois Urbana-Champaign, Larry left the university lecture hall after the death of his mother. After a summer break in North Carolina, Larry decided to return home and return to study at the University of Chicago. However, he left the school soon after almost 3 months. He himself decided to end his dream with universities and move to California for new adventures.

In the 1970s, Larry worked for Ampex Group and one of his first products was a database management project for CIA called Oracle. Later, based on Edgar F.Codd's work - 'Database connections to shared data banking systems in this day and age.', Larry formed ideas about a system. Complete database management software system.

This book has been a guide to Larry's guidance from Oracle's early days. Larry founded Oracle from an initial capital of \$ 2000 in 1977 under the name Software Development Laboratories. By 1979 the company was renamed Relational Software Inc. and finally got the name like today - Oracle.

Regarding family life, although being a successful man in his career, family happiness is never complete for Larry. On December 18, 2003 at a very luxurious private residence in Woodside, Larry married for the fourth time with Melanie Craft, a romantic novelist.



Larry Ellison's yacht

At that ceremony, there was a special event: Larry's best friend and CEO of the famous computer group Apple Computer-Steve Jobs played the role of the main photographer for the party. And maybe Craft will be Larry's last wife. He also had a son and a daughter with the previous wives.

Finally, I would like to conclude this story by the very words that appear at the beginning of the article: 'If the appearance of the Internet is not the future of the computer world, we are just breads. But on the contrary, we will be gold bars. ' Indeed, for every human being, the opportunity to come to them in life is endless, and only those who know their dreams, have ambitions and determination by their own abilities can grasp the opportunities. Assembly and turn it from 'bread' to 'gold'. Best wishes for the new generation of Vietnam, especially the young IT lovers who succeed on the open road ahead.

The press and businessmen all agreed to admit that if anyone could catch up to Bill Gates in every way, he could only be Larry Ellison. Larry Ellison is a billionaire in the US, owner of the world's No. 2 independent software company - Oracle. In 1997 after successfully developing the operating system for Network Computer (NC) computer network, Ellison officially declared war on Bill Gates' Microsoft.

With rapid business growth speed, only within a short time Oracle has become the second software manufacturer in the world. With total sales in 2002 of \$ 9.7 billion, Oracle Group with a total of 42,000 programmers and technical staff is Microsoft's No. 1 competitor. Both IT and non-IT are happy because there are a lot of concerns about the risk of taking a market monopoly in Microsoft.

In fiscal 2004, Oracle achieved a net profit of \$ 2.68 billion on sales of \$ 10.16 billion, up 16% from a year earlier.

According to *The Connections Magazine*

#### Challenge the hacker

Since CEO Larry Ellison started a software advertising campaign with an "inviolable" slogan, hackers have attacked Oracle's website.

At Oracle OpenWorld conference, Mark Jarvis, senior vice president of Oracle, said: 'If we had to suffer 3,000 attacks a week, this number has now increased to 30,000 times. in a week'. However, Mr. Jarvis said that Oracle's "fortress" remained stable, since most hackers tried to attack by exploiting Windows NT errors, while Oracle 9i ran on Unix.

"Currently, Microsoft also uses Unix, not Windows NT on their web servers," Jarvis said.

Oracle has spent \$ 30 million on 'inviolable' product advertising campaigns and as a result, thousands of calls, e-mails and subscribers apply for information about the software.

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