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Business

List of Best and Worst business moves of the decade

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By Register Staff

The Good and the Bad

The 2000s was a decade full of shrewd, successful business decisions and some that proved disastrous for companies. Here are 10 positive and 10 negative business stories of the decade now drawing to a close.

Best:

1. Apple iPhone/iPod/iTunes/Apps (2001-08)
2. Facebook launch (2004)
3. Disney Acquisition of Pixar (2005)
4. Ford decides to borrow \$23.6 billion (2006) and to sell Jaguar and Land Rover (2007)
5. Green Mountain Coffee acquisition of Keurig (2006)
6. MTV games develops and releases Rock Band (2007)
7. Jet Blue launches new airline model (2001)
8. Southwest Airline hedges fuel costs (2000-06)
9. Daimler decides to sell Chrysler (2007)
10. XM Radio and Sirius merge (2007)

Worst:

1. AOL and Time Warner merge (2000)
2. AIG expands credit default swap business
3. Bernie Madoff's Ponzi scheme
4. GM gives in to union demands to end strike (2007)

5. Google enters the market for selling radio advertising (2006)
6. Bear Stearns loans \$1.5 billion to prop up its subprime mortgage fund (2008)
7. Washington Mutual decides to aggressively grow its subprime mortgage business (2002)
8. Lehman Brothers gets into bridge equity financing
9. Royal Bank of Scotland's hostile takeover of ABN Amro
10. Arthur Andersen shreds Enron documents (2001)

Source: Michael E. McGrath, executive chairman of the Thomas Group and author of the book "Business Decisions!"

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