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USAA: A Tradition Of Service, 1922-1997



Synopsis

USAA has never been "just" an insurance company. It began in 1922, when a group of U.S. Army officers, dedicated to serving their nation, decided to serve each other in a novel way. They created an interinsurance exchange to solve their problem of securing reliable and economical automobile insurance. In effect, they pooled their money to insure each other.

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Customer Reviews

I enjoyed reading this book, excellent to see the strategic management techniques used through USAA's history that paid off for continually increasing service to its members.

Although this book was written fifteen years ago I just came across it and although there have been some changes in USAA since then it is still basically the same organization. I have been a USAA member for more than forty years and have to say that it is one of the most trustworthy and helpful organizations to which I've ever belonged. And when I mention USAA to other veterans they almost to a man (and woman) reply that they really respect the work done by it. I was glad to have the opportunity to read the history of this organization, built from the ground up by former members of the military. Scott Morrison

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