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## Jack Welch The G.E. Way: Management Insights and Leadership Secrets of the Legendary CEO

Robert Slater

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**Robert Slater : Jack Welch The G.E. Way: Management Insights and Leadership Secrets of the Legendary CEO** before purchasing it in order to gage whether or not it would be worth my time, and all praised Jack Welch The G.E. Way: Management Insights and Leadership Secrets of the Legendary CEO:

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Behind the scenes with the legendary CEO Jack Welch's innovative leadership strategies revived a lagging GE,

transforming it into a powerhouse with a staggering \$300 billion-plus market capitalization. In writing *Jack Welch and the GE Way*, author Robert Slater was given unprecedented access to Welch and other prominent GE insiders. What emerged is a brilliant portrait that tells you what makes Jack Welch tick. Learn how to work the Welch magic on your own company as you find out how he dismantled the boundaries between management layers, between engineers and marketers, between GE and its customers to streamline the process of getting products and services to market. Get details on Welch's far-reaching Six Sigma quality initiative, and discover how its principles and standards can save billions of dollars...how and why he has made GE a truly global company (and why you must think global as well)...and all the other Welch "midas touch" strategies you can put to work in your organization, at every level!

.com A recent Fortune poll cited General Electric Company as America's most admired company. Much of the credit went to Jack Welch, GE's chief executive for the past 17 years. During his tenure, GE's revenues and profits have grown enormously. Its share price has soared, making GE the world's most valuable company. And the key to GE's success, according to *Jack Welch and the GE Way*, is Welch's fanatical devotion to a personal philosophy of leadership. Author Robert Slater has made a growth industry of his own out of Welch, penning two previous books on him, *The New GE* in 1992 and *Get Better or Get Beaten!* two years later. The same territory was plowed in 1993 by Noel M. Tichy and Stratford Sherman in *Control Your Destiny or Someone Else Will*. In this book, Slater draws extensively on Welch's own words to deliver his now familiar message: keep it simple; face reality; embrace change; fight bureaucracy. Bromides these may be, but Slater's account of Welch's fierce efforts to lead a global, multifarious organization of 270,000 people does inspire admiration, even if it does not enable emulation. The book provides fresh insights into GE's shift toward service businesses, as with its takeover and transformation of NBC. Most timely are Welch's closing thoughts on trends in the global economy. *Jack Welch and the GE Way* is a must for the legions of "Welch-heads" out there and for anyone else interested in this brilliant leader's perspective on the future of business. -- Barry Mitzman  
From Publishers Weekly Slater has written two previous books on General Electric chairman and CEO Jack Welch (*The New GE*, 1992; *Get Better or Get Beaten!*, 1994), so readers might wonder whether hard-driving Welch, stoic pioneer of downsizing, has anything new to add. Slater does not disappoint in this conversationally written, solid manual that, despite its promotional hype and adulatory tone, distills Welch's business philosophy?an amalgam of Zen-like axioms, bromides and tough-minded pragmatism?in a way that will reward managers at all levels who seek to create a learning environment and transform learning into action. Companies would do well to heed Welch's advice on how to foster an open-ended, informal work atmosphere that will encourage employees to speak out, breaking down the walls of hostility between managers and subordinates. Interweaving snippets of interviews with Welch, Slater (biographer of investor George Soros) competently traces GE's transition from manufacturing to a service-oriented enterprise, its takeover and turnaround of NBC, its expansion into financial services and overseas markets. Editor, Jeffrey Krames; agent, Chris Calhoun at Sterling Lord Literistic. Copyright 1998 Reed Business Information, Inc.  
From Library Journal Since Jack Welch assumed the position of CEO at General Electric in 1981, the company has soared to the top of the Fortune 500, with a market capitalization in excess of \$250 billion. As Welch now nears retirement, it is useful to get another look into his thinking. The book shows his continued ability to find useful ideas and motivate his employees. Copyright 1999 Reed Business Information, Inc.