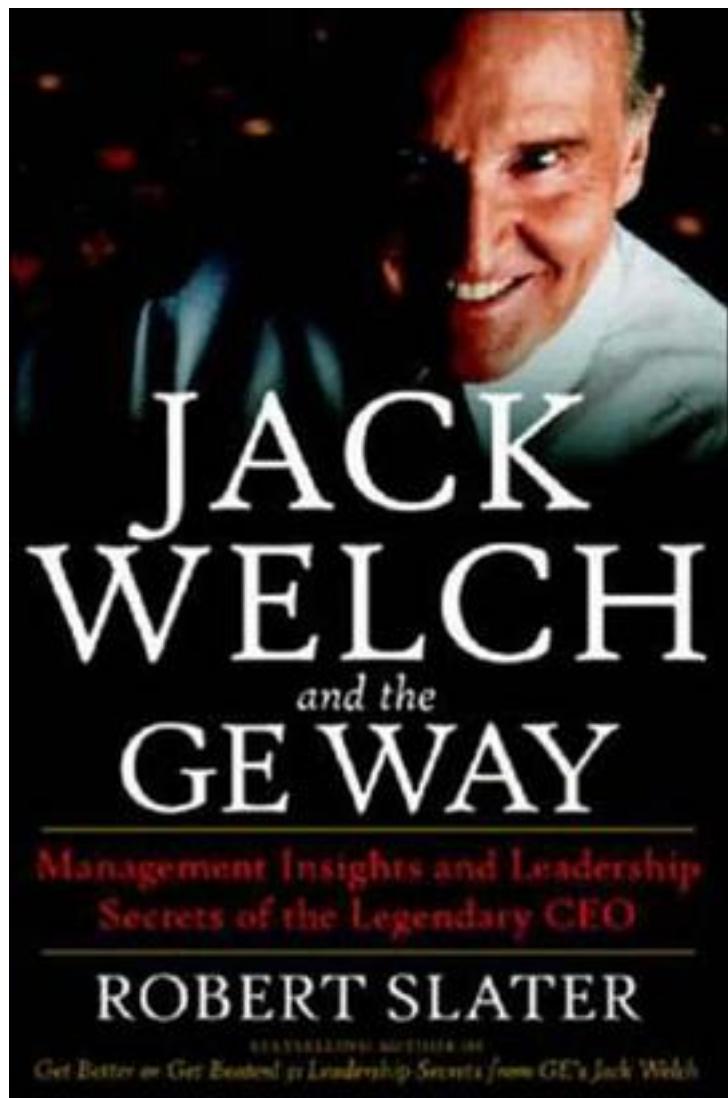


JACK WELCH and the GE WAY



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著者:Robert Slater

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Book Description

Jack Welch is indisputably the most effective CEO in America today and has been for the past two decades, GE the company he has headed since 1981, is now the most valuable company in the world. A visionary corporate strategist, Welch continues to shake the cage, pursuing programs and ideas destined to further build GE's strength and his own formidable reputation. Robert Slater's previous two books on Welch and GE influenced management practices worldwide and were instant bestsellers. Now, Slater concentrates on Welch's present-day business strategies and his vision for the future in "Jack Welch and the GE Way". After almost 20 years at the helm, Welch has never stopped reinventing GE, and in this insightful book, the reader can share center-stage with Welch as he discusses: his zeal to nurture and expand what he calls "The Learning Culture" within GE; GE's continuing strategy to shed any businesses where they cannot be first or second in their market; and Jack Welch in action, as he visits and reviews GE installations, while talking to and learning from GE employees. Written for leaders everywhere, at every level of management and business, "Jack Welch and the GE Way" strengthens Welch's legend as the most acclaimed and respected CEO in history.

Amazon.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.

Book Description

Height (mm) 231 Width (mm) 152

作者介绍:

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