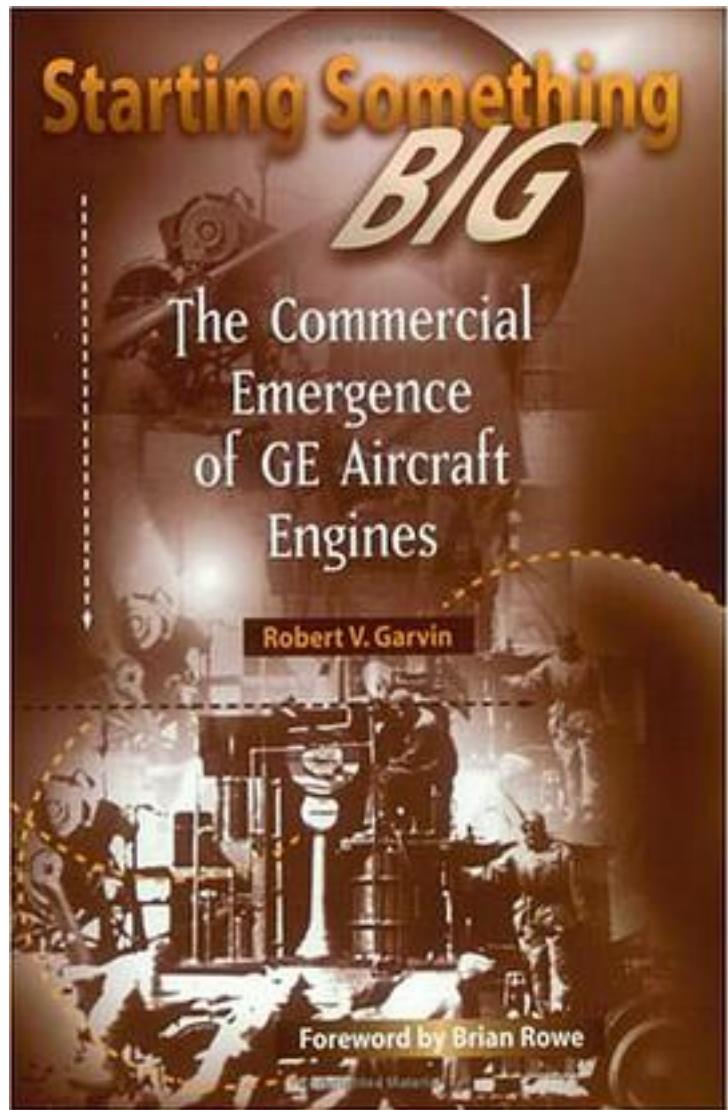


Starting Something Big



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Witness as GE Aircraft Engines moves from military markets to commercial ventures through the eyes of a 40-year company veteran. Robert Garvin's enlightening history details the political and external forces affecting the engine industry and how GE avoided some of the problems posed by environmental politics. Much more than a memoir, "Starting Something Big tracks GE's progress from the early 1950s to its present-day dominance in the global market. Interview accounts and anecdotes add personal flair to Garvin's analysis of the long-term economic characteristics of the aircraft engine industry, including GE's contract with the U.S. Department of Commerce to help Russian aerospace engineers adapt and survive in civil markets. You'll learn, through Garvin's experience, how to gain an edge in finding money for new programs, staying competitive in the production of commercial aircraft engines, and positioning your financial investors--and start something big of your own.

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