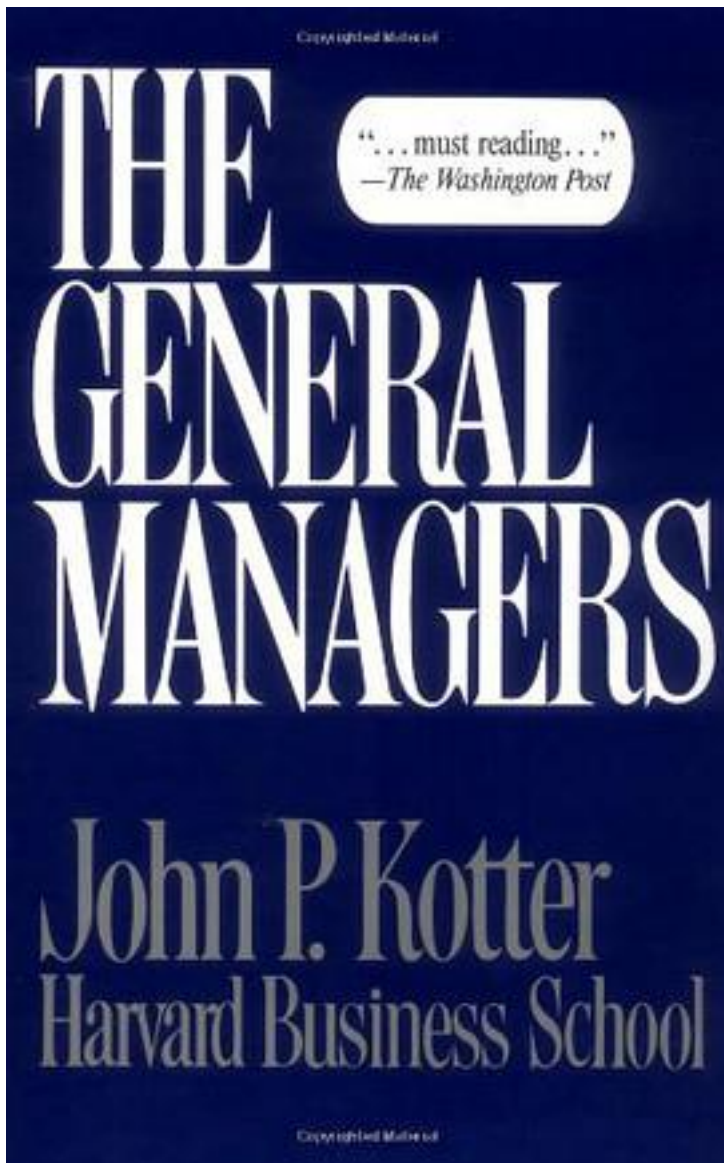


The General Managers



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著者:Kotter, John P.

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In this unprecedented study of America's leading executives, John Kotter shatters the popular management notion of the effective "generalist" manager who can step into any business or division and run it. Based on his first-hand observations of fifteen top GMs from nine major companies, Kotter persuasively shows that the best manager is actually a specialist who has spent most of his or her career in one industry, learning its intricacies and establishing cooperative working relationships. Acquiring the painstaking knowledge and large, informal networks vital to being a successful manager takes years; outsiders, no matter how talented or well-trained seldom can do as well, this in-depth profile reveals. Much more than a fascinating collective portrait of the day-to-day activities of today's top executives, The General Managers provides stimulating new insights into the nature of modern management and the tactics of its most accomplished practitioners.

作者介绍:

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书评

虽然都是学者，但有些作者写的内容，都跟真实的管理世界相关，读来觉得亲切、真实

。科特无疑是其中的一位，这位34岁即荣升哈佛商学院终身教授的传奇学者，的确是名不虚传。
在周末的农业银行的大厅里，认真读完了这本书。科特通过实地调查而非问卷调查的方式，对15位总经理进...

昨天读完第一次。在读书笔记里写了一千多字的读后感。在此概括如下：混乱-是指我读时的大多数时候精神状态欠佳。疑问：书中大量研究数据是否经得起时间的考验？由这些数据引导出的结论其实很多地方与现代管理学理论是相通的，所以，脑海里已经有这些既定理论，然后被书中数据再...

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