



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

Robert Slater

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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!

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