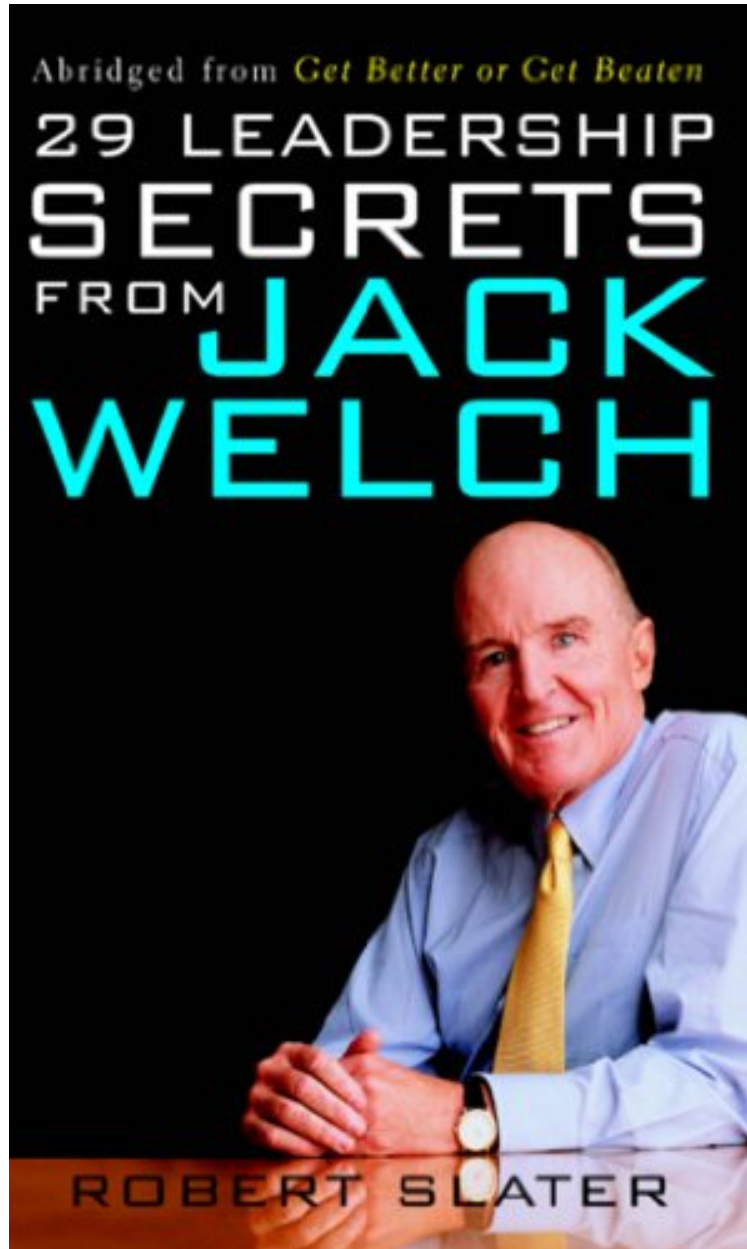


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## 29 Leadership Secrets From Jack Welch (Management Leadership)

*Robert Slater*

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**Robert Slater : 29 Leadership Secrets From Jack Welch (Management Leadership)** before purchasing it in order to gage whether or not it would be worth my time, and all praised 29 Leadership Secrets From Jack Welch (Management Leadership):

1 of 1 people found the following review helpful. Good Summary of Welch's TheoriesBy Edward J. BartonHaving

read almost everything I could get my hands on about the "GE Way", this book is a gem of a pocket guide and synopsis of Jack Welch's theories of management and leadership. Some of the other reviewers comment on the brevity of the book or the level of detail on the content - and they are correct if you are hoping for the bible of all things Jack Welch. If you are looking for a recap of the highlights in a quick, easy to read book - you've come to the right place. Good to refamiliarize yourself or to get an intro prior to digging in to Welch's own authored books (well worth the read)0 of 0 people found the following review helpful. Five StarsBy Stanley HallEasy read with deep meanings!0 of 1 people found the following review helpful. Five StarsBy john wycherleyThanks

The first concise book of essential Welch-isms, abridged from the bestselling *Get Better or Get Beaten* Jack Welch built a career out of fighting waste. *29 Leadership Secrets* from Jack Welch follows in Welch's footsteps, boiling the legendary CEO's leadership successes down to 29 strategies that made GE the world's most competitive companyshy;shy;and Welch the world's most successful and admired CEO. This all-in-one Welch reference updates material from Robert Slater's bestselling *Get Better or Get Beaten*, and is today's ultimate fast-paced, no-nonsense handbook on the ways of Jack Welch. It taps into the heart of Welch's courage, innovation, and leadership success by examining simple leadership secrets that include: Managing less is managing better Make quality the job of every employee Have global brains and vision

From Publishers WeeklyHere's a quick read on the leadership principles of the former GE CEO who's often considered one of the 20th century's greatest business leaders. Though his reputation has been somewhat tarnished by his opulent retirement package as well as a messy divorce, his "GE Way" of management is still highly regarded. Slater, a long-time Welch watcher, offers an abridged version of his 2001 Welch tome, *Get Better or Get Beaten*. This version is perfect for airport reading, though it delivers little of the struggles and setbacks that must have helped form the backbone of Welch's wisdom. Instead we get the platitudes, presented in 29 highly formatted and easy-to-grab chapters. All the instruction is self-evident, told in tiny anecdotes, and followed by a set of "Welch Rules" ("Get the most out of your employees"; "Promote the three 'S's': speed, simplicity, and self-confidence"). There's food for thought here, but not very much of it. This volume's selling point-its brevity-is also its downfall: it feels too much like leadership lite. Copyright 2002 Reed Business Information, Inc.About the AuthorRobert Slater is the author of a number of bestselling business books, including four books on Jack Welch. A veteran journalist with more than 25 years of experience with Time, Newsweek, and UPI, Slater is widely regarded as one of the world's foremost authorities on General Electric and Jack Welch.