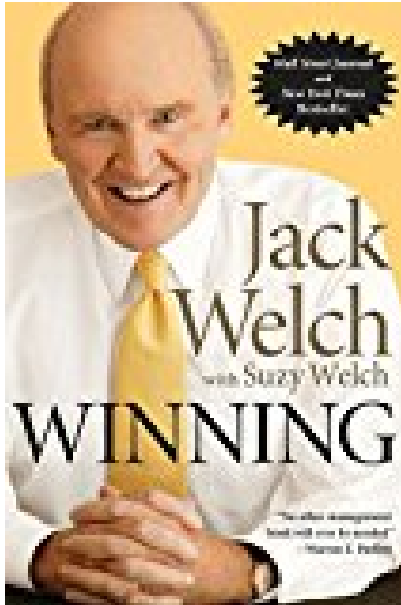


# Winning The Ultimate Business How-To Book

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## BOOK DETAILS

- Author : Jack Welch
- Pages : 384 Pages
- Publisher : HarperCollins e-books
- Language : English
- ISBN :

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## **BOOK SYNOPSIS**

This enhanced digital edition features ten exclusive video commentaries from America's favorite CEO Jack Welch, who shares his trademark straight-talk advice and real-world management philosophy with readers at every level of an organization. Jack Welch knows how to win. During his forty-year career at General Electric, he led the company to year-after-year success around the globe, in multiple markets, against brutal competition. His honest, be-the-best style of management has become the gold standard in business, with his relentless focus on people, teamwork, and profits. Now regarded as the bible of business, *Winning* lays out the answers to the most difficult questions people face both on and off the job—from line workers to MBAs, from project managers to senior executives. Video commentary from Jack Welch expands on the book's treatment of the real "stuff" of work—the importance of positive energy in a leader, the proper role of HR within an organization, how to lead change effectively, why strategy doesn't have to be rocket science, the potential pitfalls of mergers and acquisitions, how to launch a new business within a big company, and more. The insights and solutions offered in the text, combined with lively video interviews with Welch, will change the way you work, lead, and succeed.

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