

## Welch: An American Icon



Jack Welch's ability to spot opportunities and strike swift deals throughout his 40-year career has helped make GE the most valued company in the world today. Now, his innovative business philosophies are revealed in this rare perspective. With the help of interviews from today's leading CEOs and other GE executives, financial writer Janet Lowe uncovers Welch's unique management style and explores his unprecedented rise as a global leader. This informative work offers a candid discussion of what Welch has brought to American business and what he will leave as his legacy. It provides new insights into the strategies that have made GE a global power. And it translates Welch's vision and values so that anyone can learn from them.

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