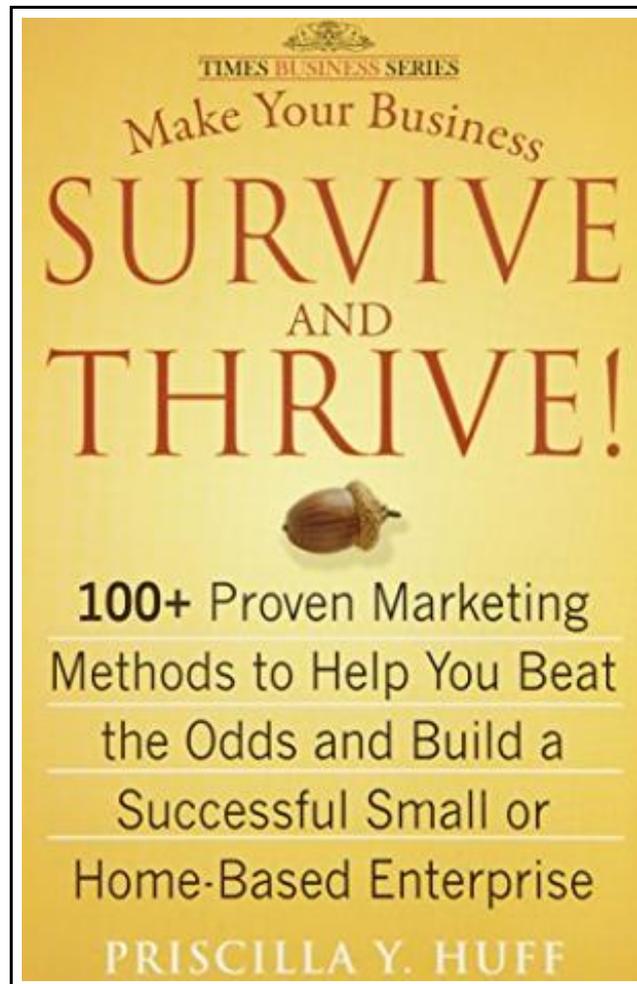


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MAKE YOUR BUSINESS SURVIVE AND THRIVE: 100 + PROVEN MARKETING METHODS TO HELP YOU BEAT THE ODDS AND BUILD A SUCCESSFUL SMALL OR HOME BASED ENTERPRISE



Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. Jack Welch is a legend in American business. After rising to become General Electric's youngest CEO ever at the age of 45, Welch embarked on a massive transformation of GE, making it leaner, less bureaucratic, and much more competitive. Although he was harshly criticized at the time, his policies propelled GE on a tremendous path, rising from a market value of \$14 billion in 1980 to \$410 billion in 2004. In the process, he turned an aging, slow-moving American business behemoth into a nimble, resilient, and entrepreneurial enterprise, leading many observers to conclude that GE is now the best-managed company in the world. Moreover, as the success of Welch's approach became evident, his policies began to be adopted by other CEOs across corporate America. Welch is particularly famed for demanding measurable results from his subordinates and for having a policy of firing the bottom 10% of his managers every year; while, at the same time, providing lucrative bonuses and stock options to the top 20% of performers. During his tenure, GE made hundreds of acquisitions, many of which helped GE to dominate markets outside the U.S., and also helped to diversify GE from a purely manufacturing company to a mixture of manufacturing, finance, and services. Since leaving GE, Welch has remained very visible through writings, media appearances, consulting, and teaching. As a result of his powerful presence on the business scene, a new phrase has emerged in regard to CEO decision-making: What Would Jack Do? In 1999, Welch was named Manager of the Century by Fortune magazine. Printed Pages: 304.



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