



Jack Welch

with Suzy Welch

WINNING

**'No other management
book will ever be needed'**

— Warren E. Buffett

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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 and against brutal competition. His honest, be-the-best style of management became the gold standard in business, with his relentless focus on people, teamwork, and profits.

Since Welch retired in 2001 as chairman and chief executive officer of GE, he has travelled the world, speaking to more than 250,000 people and answering their questions on dozens of wide ranging topics.

Inspired by his audiences and their hunger for straightforward guidance, Welch has written both a philosophical and pragmatic book, which is destined to become the bible of business for generations to come. It clearly lays out the answers to the most difficult questions that people face both on and off the job.

Welch's objective is to speak to people at every level of an organization, in companies large and small. His audience is everyone from line workers to MBAs, from project managers to senior executives. His goal is to help everyone who has a passion for success.

Welch's optimistic, no-excuses, get-it-done mindset is riveting. Packed with personal anecdotes and written in Jack's distinctive no-bullshit voice, *Winning* offers deep insights, original thinking and solutions to nuts-and bolts problems that will change the way people think about work.

"A candid and comprehensive look at how to succeed in business - for everyone from college graduates to CEOs".

BILL GATES, Chairman, Microsoft Corporation

www.jackWelchWinning.com

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