



The Welch Way: 24 Lessons from the World's Greatest CEO (The McGraw-Hill Professional Education Series)

Jeffrey A. Krames

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Unlock the Welch in You

The Welch Way is the first book written specifically to help *employees* infuse their careers with the actions and success strategies of business icon Jack Welch. This accessible, fast-paced book draws on Welch's career to explain how workers can follow the proven Welch model to:

- Face reality
- Use change as a competitive weapon
- Defy tradition
- Fight fear
- Overcome bureaucracy
- Pounce on every opportunity
- Set stretch goals
- Move beyond boundaries
- Spark others to perform
- Get good ideas from everywhere
- Have fun

Jack Welch transformed GE into the world's most valuable corporation and became one of history's most admired and successful CEOs by cutting through bureaucratic noise and letting hands-on, frontline employees tell him what needed to be done. *The Welch Way* shows you how to work the Welch magic in *your* career and reach new heights in today's wide-open, idea-driven workplace.

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