
Jack Welch

Winning

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DEAR READER:

I've just written a book called *WINNING*. I wrote this book for people who love business and care passionately about doing it right. I wrote it for people who get up every morning hungry for success - both at work and in life.

For the past three years, I have traveled around the world, talking with hundreds of thousands of people in companies large and small, and at every level of their organizations. In Q&A sessions from Chicago to Tokyo to Mexico City, the wide-ranging, hard-hitting questions I have heard have energized me - people really want to learn, and they want to win! That's why *WINNING* is about every aspect of work.

The book opens with a section on my "philosophy" of business - four principles that have guided me throughout my career. Those principles include "mission and values," "candor," "differentiation," and "voice and dignity," but I realize those words are just dry concepts. That's why I talk about them in *WINNING* with stories, anecdotes, and real experiences. The rest of *WINNING* is pragmatic and practical...divided into three parts.

The first part is all about managing a company. It answers questions about being a leader and getting the best people on your team and letting others go. It looks at managing people, implementing change quickly, and managing a crisis. The second part deals with you and your competition. Writing a great strategy. Coming up with a budget that gets the best out of everyone. Living through a merger without a mess. This part of *WINNING* tackles these issues and more.

The third part is all about your career. Its chapters deal with getting the right job and the best way to get promoted, not to mention tough ones like working for a difficult boss. There is also a chapter on work-life balance. Ultimately, *WINNING* is about making business more fun. I hope it touches you in some way that makes your life better, too.