



**The Secret to GE's Success: A Former insider
Reveals the Leadership lessons of the World's
Most Competitive Company: A Former insider
Reveals the Leadership ... of the World's Most
Competitive Company**

William Rothschild

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Learn why GE has always had the best inventors, the best strategic planners, and the best results

William Rothschild, who witnessed GE's revolution firsthand, explains the five keys that made GE a global phenomenon and gives managers a complete toolkit for duplicating its remarkable success. He explains the GE Code, the hallmark of all GE leadership teams and provides a far-ranging prescriptive plan for strategising the GE way.

Key features

Rothschild was a 30-year GE insider who reported directly to Welch for 3 years and headed all strategic planning/training

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