



## Control Your Own Destiny or Someone Else Will

By Noel Tichy, Stratford Sherman

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**Control Your Own Destiny or Someone Else Will** By Noel Tichy, Stratford Sherman

The closest advisor to the CEO of GE describes how Welch pursued an agenda of change, throwing out GE's established order and revolutionizing the company. 40,000 first printing. \$40,000 ad/promo. Tour.

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### Editorial Review

From Library Journal

Jack Welch is undoubtedly one of the most talked about chief executives in America. Three months apart, two books have appeared about Welch and his mandate to restructure GE in the 1980s. Unlike Robert Slater's *The New GE: How Jack Welch Revived an American Institution* (LJ 10/1/92), authors Tichy, a professor and GE consultant, and Sherman, a Fortune reporter, offer a deeper analysis of Welch's leadership practices and philosophies. The authors use the first person singular to signify an insider's (Tichy's) view, which is confusing at first. Furthermore, the addition of the "Handbook for Revolutionaries" (material developed at GE's executive education center in Crotonville, New York) makes Tichy appear to be a Welch convert, and the bias is sometimes too obvious. The repetition of ideas makes reading laborious. However, the authors do a substantial job in presenting the research, which included over 100 hours of interviews with Welch. Recommended for all business libraries.

- *Rebecca A. Smith, Harvard Business Sch. Lib.*

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Review

"Fascinating reading. There is at least as much to be learned here as from reading Peter Drucker, John Kenneth Galbraith, or Michael Porter." -- -- *Boston Globe*

"IBM. GM. Blow after blow is absorbed by America's recent bellwether firms. At times, only GE seems to be counterpunching--and attacking. *Control Your Destiny* is an exciting rendition of the Welch revolution. Read it carefully." -- -- *Tom Peters, author of Liberation Management*

"The first scholarly attempt to pin down the secrets of GE's success. A helpful, clear account...with interesting case studies." -- -- *Financial Times*

From the Publisher

Jack Welch, CEO of General Electric, has just one goal: to be #1 in EVERY market. Now, his closest adviser shows how his strategy has increased the value of GE's stock fivefold in just over a decade.

### Users Review

**From reader reviews:**

**Christina Love:**

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite book and reading a e-book. Beside you can solve your condition; you can add your knowledge by the publication entitled *Control Your Own Destiny or Someone Else Will*. Try to the actual book *Control Your Own Destiny or Someone Else Will* as your buddy. It means that it can to be your friend when you sense alone and beside that of course make you smarter than before. Yeah, it is very fortunated for yourself. The book makes you much more confidence because you can know everything by the book. So , let's make new experience and also knowledge with this book.

**Jill Davis:**

Reading a book tends to be new life style on this era globalization. With looking at you can get a lot of information that can give you benefit in your life. With book everyone in this world can easily share their idea. Textbooks can also inspire a lot of people. Plenty of author can inspire their own reader with their story or even their experience. Not only the story that share in the textbooks. But also they write about the information about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors in this world always try to improve their ability in writing, they also doing some analysis before they write to their book. One of them is this Control Your Own Destiny or Someone Else Will.

**Dale Moore:**

Reading a book to be new life style in this yr; every people loves to read a book. When you learn a book you can get a lot of benefit. When you read books, you can improve your knowledge, because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you would like get information about your examine, you can read education books, but if you want to entertain yourself you can read a fiction books, such us novel, comics, and soon. The Control Your Own Destiny or Someone Else Will provide you with new experience in looking at a book.

**Joyce Hynes:**

That book can make you to feel relax. This specific book Control Your Own Destiny or Someone Else Will was colorful and of course has pictures around. As we know that book Control Your Own Destiny or Someone Else Will has many kinds or variety. Start from kids until adolescents. For example Naruto or Investigation company Conan you can read and think that you are the character on there. So , not at all of book are make you bored, any it offers up you feel happy, fun and unwind. Try to choose the best book for you and try to like reading in which.

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