



Control Your Own Destiny or Someone Else Will

By Noel Tichy, Stratford Sherman

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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:

Rhonda Munoz:

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