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

*William E. Rothschild*

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**William E. Rothschild : The Secret to GE's Success: A Former insider Reveals the Leadership lessons of the World's Most Competitive Company** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Secret to GE's Success: A Former insider Reveals the Leadership lessons of the World's Most Competitive Company:

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 GE was named the Most Admired Company in the World by Fortune magazine Concepts apply to all companies across the globe Rothschild was a 30-year GE insider who reported directly to Welch for 3 years and headed all strategic planning/training