

JACK WELCH

STRAIGHT FROM THE GUT

They called him Neutron Jack. They called him the world's toughest boss. And then Fortune called him "The Manager of the Century." In his twenty year career at the helm of General Electric, Jack Welch defied conventional wisdom and turned a aging behemoth of a corporation into a lean, mean engine of growth and corporate innovation. In this remarkable autobiography now update with a special new afterword by the author Jack Welch takes us on the rough and tumble ride that has been his remarkable life.

From his working class childhood to his early days in G.E. plastics to his life at the top of the world's most successful company, Jack is ultimately a story about people from a man who based his career on demanding only the best from others and from himself.

