



Hablando claro

By Jack Welch, John A. Byrne

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As CEO of General Electric for the past twenty years, Jack Welch built its market cap by more than \$450 billion and established himself as the most admired business leader in the world. His championing of initiatives like Six Sigma quality, globalization, and e-business have helped define the modern corporation. At the same time, he's a gutsy boss who has forged a unique philosophy and an operating system that relies on a "boundaryless" sharing of ideas, an intense focus on people, and an informal, give-and-take style that makes bureaucracy the enemy. In anecdotal detail and with self-effacing humor, Jack Welch shares the big hits and misses that characterized his career.

En su labor como CEO de GE durante los últimos veinte años, Jack Welch ha construido un imperio cuyo capital supera los 450 mil millones de dólares y se ha afirmado como uno de los líderes empresariales más admirados del mundo. Sus iniciativas, como el concepto de calidad Six Sigma, la globalización y el comercio virtual, ayudaron a definir la empresa moderna. Al mismo tiempo, Welch es el ejecutivo que con su instinto y coraje ha forjado una filosofía única y un sistema de trabajo caracterizado por un intercambio de ideas sin limitaciones jerárquicas, una atención puesta en las personas y un estilo de participación informal cuyo principal enemigo es la burocracia. Con sentido común, frescura, humor y un despliegue de anécdotas reveladoras, Jack Welch expone las lecciones que ha aprendido tanto de sus éxitos como de sus fracasos.

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Editorial Review

About the Author

Jack Welch is the former president and CEO of General Electric, where he worked for more than 40 years. He lives in New York City. **John A. Byrne** is a senior editor at *Business Week*.

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