



Hablando Claro (Jack: Straight From the Gut, Spanish Edition) (Punto de Lectura)

Jack Welch, John A. Byrne

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In this work, Jack Welch reveals how he transformed General Electric, until then a bureaucratic giant, into one of the most modern and powerful companies of the present time. As the CEO of GE from 1981 to 2001, Jack Welch built an empire whose assets surpass the \$450 million mark, and he took his place as one of the most admired enterprise leaders. The "Welch case" is studied in all business classes around the world. Now, this autobiography completes the image of one of the most influential figures of the enterprise mentality.

Description in Spanish:

En esta obra, Jack Welch revela con todo detalle cómo transformó General Electric, hasta entonces un gigante burocrático, en una de las empresas más modernas y pujantes de la actualidad. En su labor como CEO de GE desde 1981 hasta 2001, Jack Welch construyó un imperio cuyo capital supera los 450 millones de dólares y se afirmó como uno de los líderes empresariales más admirados del público.

Sus iniciativas, como el concepto de calidad Sigma Seis, la globalización y el comercio virtual, ayudaron a definir la empresa moderna. El "caso Welch" es materia de estudio en todas las facultades empresariales del mundo. Ahora, su autobiografía completa el retrato de una de las figuras más influyentes del pensamiento empresarial.

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