



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

*William Rothschild*

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

**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**

Rothschild was a 30-year GE insider who reported directly to Welch for 3 years and headed all strategic planning/training

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