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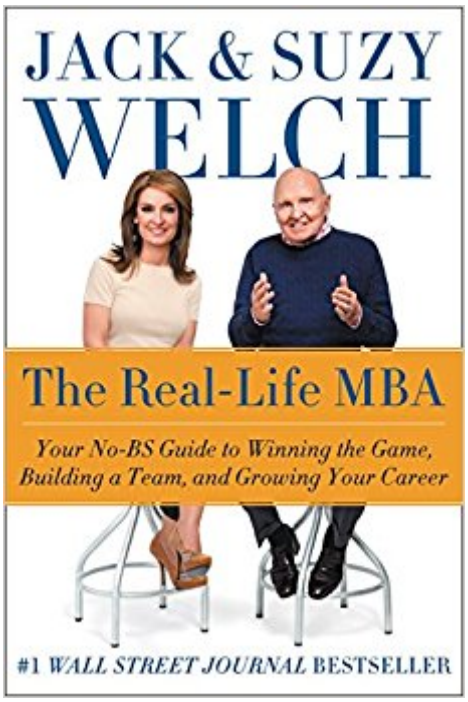
The Real-Life MBA: Your No-BS Guide To Winning The Game, Building A Team, And Growing Your Career



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Synopsis

#1 Wall Street Journal Bestseller and New York Times BestsellerThe business titans and #1 New York Times and Wall Street Journal bestselling authors of Winning return with a modern, essential guide for everyone in business todayâ ”and tomorrowâ ”that explores the most pressing challenges related to creating winning strategies, leading and managing others, and building a thriving career.In the decade since their blockbuster international bestseller Winning was published, Jack and Suzy Welch have dug deeper into business, traveling the world consulting to organizations of every size and in every industry, speaking before hundreds of audiences, working closely with entrepreneurs from Mumbai to Silicon Valley, and, in 2010, starting their own fully accredited online MBA program, which now has approximately 1,000 students enrolled. Over the same time frame, Jack has advised more than seventy-five companies through private equity, and dozens more in a senior advisory role at IAC. Now, Jack and Suzy Welch draw on their experiences to address the biggest problems facing modern managementâ ”and offer pragmatic solutions to overcome them.Going beyond theories, concepts, and ideologies, they tackle the real stuff of work today. When you get down to it, they argue, winning in business is all about mastering the gritty, inescapable, make-or-break, real-life dilemmas that define the new economy, the old economy, and everything in between. Work is a grind. We just got whacked. My boss is driving me nuts. Iâ ™m stuck in career purgatory. My team has lost its mojo. IT is holding us hostage. Our strategy is outdated the day we launch it. We donâ ™t know what our Chinese partners are talking about. Weâ ™re just not growing. These are some of the day-to-day issues the Welches take on. Coupled with Jackâ ™s years of iconic leadership and Suzyâ ™s insights as former editor of the Harvard Business Review, their new database of knowledge infuses The Real Life MBA with fresh, relevant stories and equally powerful solutions that every manager at any level can use right now.

Book Information

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Customer Reviews

For the most part, I didn't receive any new information out of this book, which is why I gave it 2 stars. As someone that worked for GE as a contractor years ago, I really embraced the type of work philosophy & out-of-the-box thinking that their company embraces, which I why I look to Jack Welch to provide advice. However, this book takes you through common sense scenarios that unfortunately, do not exist in the business world today. Things like: reward your employees by giving them raises. Yeah, this would be nice if managers had control of doing such. Nowadays, everything has to be approved by upper management - in some organizations you have to get a CEO signature to order a pen - and fighting to get your employees more money is unheard of, not to mention something that could get you labeled by management. The book also focuses on companies "doing the right thing" for their customers and thinking out-of-the-box when it comes to new technologies, like social media, for example. This is common sense, especially if you have an advanced degree. But again, in the real-world this doesn't fly when upper management typically dictates the projects that are highest priority in an organization.The most helpful section of this book was the reinvention section on how to reinvent yourself in case you find yourself downsized or wanting to change career paths. But the book doesn't address outsourcing or how to survive at your job if you absolutely hate it, but can't leave due to the economy. In addition, these 'more helpful' sections of the book do not make up for the price of the book, as they are quick sections in the back and don't provide a positive ROI.

I was curious to read Jack Welchâ ™s latest book, written with his wife, , after hearing him speak at a small event, not on the subject of business. Business is what heâ ™s known for, having been the CEO of General Electric for many of its most successful years, and the title of the book is THE REAL-LIFE MBA; your no-BS guide to winning the game, building a team, and growing your career.Now, what would I, with little interest in running a corporation, and in fact rarely so much as a Social-Security paying 9-to-5 job, care about a book about applying my non-existent Masters of Business Administration degree to my everyday life as a free-lance creative?As it turned out, besides being a peek into the strange and alien world of corporate life for me, I found a lot of

relevance in the first 200 pages, under topics like leadership, team building, marketing, crisis management and social media.One of the oft-repeated themes of the book is the importance of having everybody on the same page, the same mission, enthusiastic about the same goal. No doubt a clichÃ© in the world of business management, but I read it with regard to smaller efforts and organizations, working with clients and with non-profit efforts. And with myself.There is much discussion in the book of truly loving and appreciating your employees and co-workers, supporting them and their goals, as part of both a successful, competitive operation and a satisfying life. (Notwithstanding the occasional firing, of course â " to be done in a way that will leave them feeling well-rewarded or at least non-vindictive, if possible).What intrigued me most was how much of this discussion made me think about my relationship with MYSELF â " with my competing selves, dreams, talents.

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