



Jeff Immelt and the New GE Way: Innovation, Transformation and Winning in the 21st Century

By David Magee

McGraw Hill Education, 2009. Softcover. Book Condition: New. First edition. When it was announced in late 2000 that Jeff Immelt would be taking the helm of GE, some skeptics were quick to voice their reservations about the future of the company after Jack Welch. Not only were Welch's shoes particularly large ones to fill, but the economy was dallying with recession, China and India were taking their first giant steps into the global economy, and just four days into Immelt's tenure came the biggest game changer of all: 9/11. The hand-wringing, it turned out, was all for nought. During Immelt's first seven years on the job, GE's revenues increased by more than 60%, its profits doubled, and the company solidified its status as the world leader in technological innovation. Written with the full cooperation of Immelt and GE senior executives, Jeff Immelt and the New GE Way tells the amazing story of how Immelt defied the skeptics and successfully reengineered one of the world's oldest and largest global conglomerates to meet the challenges of the 21st century. It offers an unparalleled opportunity to learn how it's done from a master, detailing the trendsetting innovations Immelt pioneered that have made his...



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