



GE's Jack Welch, by the books

By Jacqueline Blais

With a first print run of 2 million, Jack Welch's memoir, *Jack: Straight From the Gut* (Warner Business Books, \$29.95), goes on sale Tuesday.

The book has stirred interest in other books about General Electric's just-retired CEO. At Barnes & Noble's 569 bookstores, there are special displays for all the Welch books. A short list:

* *Jack Welch Lexicon of Leadership* by Jeffrey A. Krames (McGraw Hill, \$19.95). A sample from this alphabetically sorted book defining his management tactics: "Boss Element: What Welch wanted to take out of GE."

* *Welch: An American Icon* by Janet Lowe (Wiley, \$24.94). If Jack Welch isn't a household name, he should be, Lowe says. "Welch is a guy who makes a lot of things happen, all kinds of things that affect the lives of all of us, even when we're not aware of it."

* *Control Your Destiny or Someone Else Will* by Noel Tichy, Stratford Sherman (HarperBusiness, \$19.95). The revised paperback includes an interview with Welch and his annual report letters. This is billed as the unofficial GE leadership handbook.

* *At Any Cost: Jack Welch, General Electric, and the Pursuit of Profit* by Thomas F. O'Boyle (Vintage, \$16). This paperback tells the other side of Welch's reign: "His way of doing business carries with it a heavy penalty, not necessarily for him or stockholders, but for the people who do his bidding and for government and society, which must often clean up his mess."

▶ *The Power of Six Sigma* by Subir Chowdhury (Dearborn, \$17.95) explains the management process that Welch embraced.

* *Jack Welch* by Robert Heller (Dorling Kindersley, \$12.95). Subtitle: *The Giant of Corporate Management Who Created Billions for Investors*.

* *The GE Way Fieldbook* by Robert Slater (McGraw-Hill, \$24.95). Subtitle: *Jack Welch's Battle Plan for Corporate Revolution*.

* Jack Welch and the GE Way by Robert Slater (McGraw-Hill, \$24.95) explains management and leadership secrets of what he calls the "legendary CEO."