

The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career

By Jack Welch, Suzy Welch

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#1 Wall Street Journal Bestseller and New York Times Bestseller

The 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 today—and tomorrow—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 management—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. I'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 Our strategy is outdated the day we launch it.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 don't know what our Chinese partners are talking about. We're just not growing.* These are some of the day-to-day issues the Welch's take on. Coupled with Jack's years of iconic leadership and Suzy'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.

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Editorial Review

Review

“A solid framework on how business works and how to be part of the game. The authors’ positive attitudes and enthusiasm to share their expertise dominate the text....A practical and multilayered guide to running a company effectively and profitably.” (Kirkus)

From the Back Cover

#1 *Wall Street Journal* Bestseller and *New York Times* Bestseller

The acclaimed authors of *Winning* show you how to galvanize performance, unleash growth, build "wow" teams, and create a fulfilling career—and have fun while you're at it.

In an economy that is changing so rapidly it can feel impossible to keep up, questions abound: Why do some companies grow and thrive amid the tumult, while others stagnate and stumble? What's the best way to avoid a competitive whack, or to come back from one if you get hit? How can leaders unlock the passion and performance of every person on their team, including the tech "geniuses" whose work they don't fully understand, the "virtual" employees they don't really see or know, and the entrepreneur wannabes with one foot out the door? And on a personal level, you may be asking yourself: Will I ever land the dream job that I am destined for? Or will I forever be stuck in career purgatory? Why is finding the right career suddenly so complicated?

Experts espouse theories and concepts, but when it gets right down to it, winning in business is all about mastering the gritty, make-or-break real-life dilemmas that define the new economy, the old economy, and everything in between. In *The Real-Life MBA*, Jack and Suzy Welch provide that guidance, drawing on their experiences over the past decade working closely with businesses of every size and in every industry around the world. The result is a book full of fresh, immediately applicable, sometimes even counterintuitive lessons about how to create great organizations, build high-powered teams, and forge fulfilling careers in today's new business environment.

About the Author

Jack Welch is the Executive Chairman of the Jack Welch Management Institute, an online MBA school with more than 1,000 students. Prior to this, for 20 years, he was Chairman and CEO of General Electric Company, which was named the world's most valuable corporation and was consistently voted the most admired company in the world by *Fortune* magazine. Welch is active in private equity and consulting, working with dozens of businesses in a wide variety of industries. Along with speaking to upwards of a million people around the world, CNBC named Jack Welch one of the Top 10 "Rebels, Icons and Leaders" of the past 25 years.

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Amy Nichols:

The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career can be one of your basic books that are good idea. We all recommend that straight away because this publication has good vocabulary that could increase your knowledge in words, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort to get every word into satisfaction arrangement in writing The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career nevertheless doesn't forget the main place, giving the reader the hottest as well as based confirm resource information that maybe you can be one among it. This great information can drawn you into new stage of crucial imagining.

John Hill:

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