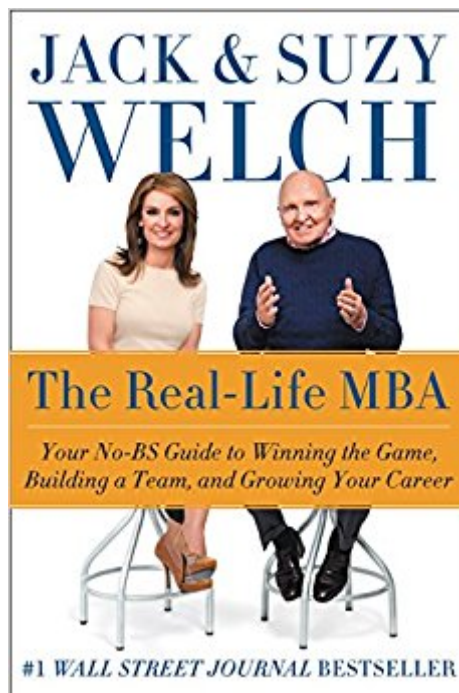




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# The Real-Life MBA: Your No-BS Guide To Winning The Game, Building A Team, And Growing Your Career



## Synopsis

#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 Our strategy is outdated the day we launch it.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.

## Book Information

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## Customer Reviews

“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)

#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.

Full disclosure: I have an MBA already. So why a two star review? Because this book doesn’t really teach you anything. It’s not a crash course in MBA topics or skills. It’s pretty much echoing a mantra of "Be intelligent, be flexible", but it really lacks a target audience. It seems to be floating towards an

audience of CEOs, senior managers, or up-and-coming managers, but it just isn't really going to help you do much. "Don't retain people who steal from you." Obvious. "If you specialize at one thing, use people who are better than you at the other things." Obvious. This could be a good book for people brand new to the business world, but those people are going to lack the position, influence, or authority to actually implement anything that's being taught here.

It's a small book by page count and by size, and the contents while interesting and VERY MOTIVATING are thin .... Nothing new. What I'll say is that the duo are motivating and reassuring for people in an awful marketplace, so I gave it to two older friends trying to find new job alternatives but fearing they have no real options. That said, it is one step longer than a HBR article, but less substantive, and generally plays aggregator for stuff already out there to make the point that people need to respect and leverage their experience - not feel embarrassed not to have all the letters behind their names.

I'm an electrical engineer. I picked up the book from a preview I saw on LinkedIn. Wooow, this book fired me up again. Very deep insights. I will look deep into crossing my two highways. It answered questions, thoughts I had about career. Every manager should read this book once a year.

Great book that is helpful for anyone in a leadership position. The advices of the Welches was clear and practical and also reassuring. At the same time the advice is very modern and not at all old school. This is almost like a paradigm shift in management philosophy with things like their definition of leadership as the "relentless pursuit of truth and ceaseless creation of trust." There's a lot of wisdom in this book and Jack and Suzy Welch have done a significant public service by sharing their excellent thought on careers and leadership.

found it an average read and felt it was like a review of what all the authors have already covered in their earlier books. Nothing innovative or exciting but just one more number added to this genre. Expected much more from Jack and Suzy. Disappointed.

This is real manual of what you should do in your management position, from A to Z. The meeting every week, the cross functional teams and the analysis by variance analysis is a must in every company. Unfortunately, in all multinationals not always the most capable are the ones that reach the top are the best qualified, but the politician and these persons do not know how to get results on

a permanent basis. The other topic that is of great interest is the function of HR, that clearly gets defined as the selection ,development of the best people and not an intriguing function, which is what happens in many companies.I think this book is a must read to any who wants to make inroads into excellence!!

Two of the best. A book that is hard to put down and recommend for any business owner.

This book is excellent. Consicse, funny and full of insight the Welches make it feel like you are sitting around their living room and causallly talking about life. It's like going back to your favorite teachers classroom where they make the class so much fun you forget that your actually learning anything. I'd strongly recommend this to anyone interested in developing themselves as a business leader.

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