

Download American Turnaround Reinventing At T And Gm And The Way We Do Business In America

American Turnaround: Reinventing AT&T and GM and the Way We Do Business in the USA Hardcover – February 5, 2013 by Edward Whitacre (Author), Leslie Cauley (Contributor) 4.4 out of 5 stars 91 ratings
The section on GM, I had already read most of in the excerpt. Maybe it is just a reflection of his management style. View the big picture, don't get caught up in the minutae. One other thing I will point out, I hoped to read more about the interaction between GM and the government. As he points out, there wasn't any - and so, no story to tell. CEO Ed Whitacre shares his story of his corporate success at AT & T and his assignment by President Barack Obama to turn around the failing General Motors. He delves candidly into the business tactics he used to bring GM back from the brink, and discusses the people and events that have influenced his life Includes index
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