



El MBA para la vida real

Jack Welch , Suzy Welch

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Luego de que Jack Welch dejara General Electric y escribiera el exitoso libro Winning, junto a su mujer Suzy, se han dedicado los últimos diez años a viajar por todo el mundo dando conferencias, escuchando los problemas de los empresarios y recopilando experiencias reales de gestión en todo tipo de organizaciones y lugares. En este libro los autores van mucho más allá de las teorías, conceptos o ideologías, y se concentran en los problemas cotidianos que tienen todos los directivos de empresas y emprendedores. Un libro práctico que sintetiza toda la experiencia de sus autores con las necesidades reales y cotidianas de los líderes modernos.

El MBA para la vida real Details

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From Reader Review El MBA para la vida real for online ebook

Sue says

I received this book free from Good Reads.

Author Jack Welch is a former CEO of GE and retired. He is more than qualified to write this book, as is his wife, Suzy.

I am an individual with lots of work experience and a BA. I found the book rather long and boring in parts and, frankly, did not really learn too much from it. To me, it seemed to be lots of common sense, which, perhaps, many college kids today do not have?

The book isn't something to read on the beach or particularly enjoyable. Perhaps young people will learn from it.

Heidi The Hippie Reader says

I received a free copy of this book through Goodreads First Reads. FTC guidelines: check!

Jack & Suzy Welch have years of corporate experience under their belts. The Real-Life MBA is filled with some of their best practices culled from this background. Some of it I found helpful, other suggestions I didn't enjoy as much, but I think that this may be because I'm coming from a non-profit career track rather than a cut-throat, competitive one.

Let's get the negative out of the way first. Mr. Welch is well known for his practice of sorting his employees into tiered groups- the top 20%, the middle 70%, and the bottom 10%. If you are in the bottom 10% and you don't improve within a certain amount of time, he promptly and tactfully assists you in finding new employment. Now, I understand that there needs to be a balance when applying the carrot and the stick in business relationships. It just seems harsh. Welch insists that this system is more fair to the employer and employee- if you're a bad fit, you're not doing anyone any favors by sticking around. On the other hand, your business will always have a bottom % 10. There will always be the shadow of that looming ax. I suppose that this could lend itself to an environment of continual growth, but I feel like it would be more motivated by fear than love. And, really, who wants that. I liked the vision of organizational structure that was presented in Yes, And: How Improvisation Reverses "No, But" Thinking and Improves Creativity and Collaboration by Leonard Kelly. I think that creativity, trust, safe environments for occasional failures, and career success go hand in hand. By encouraging an "ensemble" rather than a "team" mindset and fostering collaboration rather than a score board, I suspect that one would see just as excellent receipts with less turnover and a closer team bond. I haven't tested this theory though and Mr. Welch does have forty or fifty more years business experience than me, so take it with a grain of salt. But, that's my two cents.

I liked the section on career development: It's About You, starting on page 177. Most of it is just common sense advice, but it's still solid. Do what you love to do and don't waste your time in a career you hate. We spend most of our time at work so we may as well be happy when we're there- it's the fuel of success, etc. So, no big surprises, but sometimes the most useful and applicable advice isn't surprising.

If you enjoyed The Real-Life MBA, I'd recommend Yes, And: How Improvisation Reverses "No, But" Thinking and Improves Creativity and Collaboration by Leonard Kelly to give you a slightly different

viewpoint on teamwork and Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead by Laszlo Bock so that you can read about HR practices inside one of the most successful and employee friendly companies on the planet.

Andrew says

[

Welch sor

Shivam Dixit says

beginning with alignment at work and in goals to the end of one's career, this book covers many real time situations in a business scenario. Citing examples from real life it effectively presents how challenges manifest themselves in the business and how one overcomes them.

The only problem with the book would be that it is not clear whom the book is addressed to (the exact set of audience). But it also means it can be read by anyone and one is likely to find things one can relate to. All in all a good read from two very experienced persons. The embedded video in the ebook version are really interactive and take the book to a whole new level of interaction between the writer and the reader.

Daniel Taylor says

When wisdom speaks, do you listen? Jack Welch is one of the most respected CEOs of the 20th century. Any business leader who wants to succeed will consider what he has to say.

In one sense, this book helps promote the Jack Welch Management Institute MBA program. However, don't think that it focuses on selling the benefits of that course.

The focus of *The Real-Life MBA* is on how to succeed in the business world of 2015.

The authors start by looking at why to treat running a business as a game, and the specific elements of winning that game.

Next, they look at how to lead and build wow teams.

They finish the book with career advice. This includes a section on how to become an entrepreneur so you can do what you love.

Despite his successful tenure as CEO, Jack Welch retired from GE in 2001. Are his views on leadership still relevant?

Welch does several things to make sure that he is.

The 79-year-old stays on top of tech and social media. Unless you do, you cease to be relevant to today's marketplace.

He stays current with the realities of demands made on managers today. Two of these issues are managing employees who have specialised knowledge and virtual workers.

In essence, Welch stays relevant to add value.

This book is compulsory reading for business leaders. It is the best business book of 2015.

Courtney says

Good but not great. That's the simplest description I can muster for Welch's latest book. I found myself nodding my head often as he and his wife describe the key ingredients to organizational and individual success, but there weren't enough novel/thought-provoking concepts to get me excited.

Keith says

The expository dialogue of Jack and Suzy Welch focused on their own development since becoming founders of the MBA program at Jack Welch Management Institute. I found the message that "business is a team sport" reassuring of understanding that book was focused on the soft skills of an MBA career, particularly in the area of reinventing oneself as the means to separate from the long-held positional role upon entry of the next phase within the career arc. The lesson I take away from reading composition is to value "employee engagement, customer satisfaction, and cash flow" in that precise order, yet gracefully let go of people who are not having fun so they can move along to other employment.

Orhun says

Bilal Ek'i'nin nazik bir hediyesi olarak elime geçen kitab? okudukça neden THY gibi inovasyonda ko?man?n zorunlu?u oldu?u bir pazarda faaliyet gösteren ?irketin yay?nlar?na bu kitab? dahil etti?ini anlayacaks?n?z.

Stoac?lar?n duyguya yakla??m?n? kariyere yönelten kitap, tüm sorumlulu?u üzerinize alman?n gereklili?i üzerine in?a edilerek, birçok güncel paradigmay? sadece ele?tirmiyor, hemen ard?ndan çözüm önerisiyle de tamaml?yor.

Esas?nda bir i? kitab? olmaktan ç?k?p, ki?isel geli?im hatta felsefeye dahi dokunan "Gerçek hayatta MBA" ktab?ndan en yüksek verimi alabilmek için ciddi bir iç görü kabiliyeti gerekiyor. Do?an Cücelo?lunun deyimiyle "m?? gibi" yöneticiler için bu oldukça zorlu olacaktır ama e?er kendinize bir nebze de olsa objektif bakabilmeyi ba?ar?yorsan?z Welch tak?m?n?n bu kitab? tam bir alt?n madeni. Sadece i? de?il özel hayatta da oldukça güzel tavsiyeleri olan bir ?sviçre çak?c?s? adeta.

Bookreaderljh says

A lot of the old same old same old for these type of leadership books. It doesn't mean it isn't good insight and this is definitely a pretty practical, easy to read book but I've read so many of these type of business books that I look for some new insights and I found very few here. The Welch's help business leaders find ways to make their employees more productive and/or know when it is time to change tactics. Surprisingly - the chapters I liked best were the ones that discussed when both employer and employee may need to move on either by firing or looking elsewhere. A thriving business needs to have involved, creative, committed employees and the employer needs to be the one to generate that enthusiasm and that does take special skills - a number of which are discussed throughout this book. But I read this about 4 days ago and already I can't remember any particular points. Good general overview of the realities of business emphasizing employer/employee behaviors but there are a lot of other books on the market that also encourage these practices.

Jeffrey Williams says

No, this is not a book in lieu of an actual MBA degree. However, if you are thinking about obtaining a degree, or need a refresher about how to apply its principles, Jack and Suzy Welch have written a practical, easy-to-read digest of information that scratches the surface of the degree program. It has a breadth of information but not a lot of depth.

What they manage to do in this one volume is give practical information about every type of course that is taught at an MBA level - from leadership, finance, ethics to global economics and human resources. Again, scratches the surface but doesn't go into depth. If you are beginning an MBA program and want to take a 10,000-foot view of what a program covers, this would be a good starting point.

Rodrigo Castilho says

Ambitious title for very generic content.

I'm grading "Good" because you can't just read something by Jack Welch and not at least change your view of something. However, if we pay proper attention to the environment around us, it's easy to realize in most companies (especially the big ones), office politics often play a bigger role than competence - and that's exactly what came to my mind when I read the title referring to understanding the "rules of the game".

It's actually a lot less metaphoric than one would think, and this goes over business management 101. Wouldn't recommend it for people with a business degree such as myself, but rather for those graduated from other fields of knowledge that are amidst career progression.

Linda Meltzer says

I received this book as an ARC from Goodreads. That said, I was looking forward to reading this because of its authors. Jack Welch, CEO icon from GE and his wife, Suzy Welch, a legitimate partner and author in her own right. Having my own MBA many moons ago, and my own success as a known equity analyst on Wall Street, I was interested to read the book from the perspective of my own college students. I teach Business Law, Finance and Management. The book is simply written, fast paced and shares many anecdotal stories from many different businesses. For example, how the Under Armour management used social media with

US speed skating team and their design was blamed for poor performance of the skaters. The information is interesting but somewhat simplistic for anyone to learn how to build a team and grow their career. I kept looking for more depth especially in areas of social media, beyond crisis management.

Calin Biris says

This book is an update of "Winning" by Jack Welch. This version it is adapted more to the entrepreneurs that want to start a business or that are just getting started with some practical examples of how to do an evaluation talk with an employee, or how to treat the difficult ones. It also reminds all the principles from the first book, but doesn't explain them in depth.

I liked more "Winning" because I felt it was written more "from the gut", for all the managers that need to get ahead of the competition and want to have better teams and do a better job in their positions. Also, all the notions were more well explained in Winning.

Marks54 says

I am generally disappointed when I read trade/mass market business books. The experience is so common that I cannot attribute it to poor reading choices or inept/lazy authors, although there are some of those around. I think the issue goes deeper than that.

To start with, the unspoken goal of good business practices almost has to be that of combining people, resources, and activities to fit some situation so that the best results are obtained according to some chosen metric (costs, profits, stock price, etc.). Most business books and most advice from members of the guru profession boil down to this in some measure. I would love to hear the arguments against it.

This leads to problems with the advice-giving enterprise, however, as soon as one leaves the realm of one-on-one situation based settings, such as one gets in mentoring or consulting arrangements. When one tries to generalize about what to do in business, the problem arises that advice is general while the situations requiring advice are idiosyncratic. So in order to provide useful advice, it is necessary to abstract away from the details and provide help that will be useful across physical settings, industries, and even cultures. That tends to make the advice unhelpful or even worse. The major consulting firms are probably the best at this in their development of frameworks and position papers as a way of marketing their services to new clients without compromising existing clients too much.

The extreme form of this shows up in business books in what might be called "be smart management". The intellectual foundation of this is to redefine the problem in the form of a solution. So according to this, it is important to make good decisions (although what constitutes good is not known until afterwards). It is also important to act in a timely manner, but not to rush things -- even though the relevant time frame is seldom clear to most of the people involved. Similarly, it is important not to follow the crowd in acting, although in the same book it may also be claimed that managers need to follow industry "best practices". When this mode of thought gets to finance, you arrive at the classic formulation of "buy low, sell high". I will grant that there is some basis for all these statements. The issue is how to bring such desired states about, when to buy, when to sell, etc. Business books as a genre do not give answers to these questions that are substantive rather than tautological. Indeed, they cannot provide such answers, since if the authors knew the answers, it would be a legitimate question to ask why they were so willing to share their knowledge with the masses for a song.

This brings me to Jack and Suzy Welch's new book. The intent appears to be to provide in a series of short

chapters the basic insights for each of the major functional areas of business that MBA-type managers can be involved with. So, for example, the chapter on finance goes through some summary definitions of overall terms, variance analysis, and a comparison of profitability versus free cash flow measures of financial health. So much for finance! Other chapters discuss, leadership, alignment, marketing, managing difficult employees (various flavors), and the like. To justify his principles and recommendations, Jack and Suzy draw upon Mr. Welch's famed experience at the helm of GE, his post-GE experience in private equity, and their joint experience writing business columns and speaking with executives while out on the speaking/executive education circuit. The book is well written and even punchy and it is hard to take too much issue with the content, as far as it goes, which is not very far.

While the book suffers from genre-related issues, what I found more disconcerting was reading the books conclusions and then comparing them to the prior record of the principal author. The first book of Mr. Welch that I read was "Jack: Straight from the Gut". I remember exactly when I read it, since it came out for order on Amazon early on September 11, 2001. Welch's memoirs recounted how he led and supposedly saved GE by improving its planning and accountability systems, instituting a tough up or out system for evaluating GE managers, streamlining the GE business portfolio, making stock price the central corporate metric, and the like. "Straight from the Gut" was a statement of the most notably corporate CEO of the time about how he ran the firm and became famous. The sense one gets from reading "The Everyday MBA" is that Welch is now cautioning managers to be nimble and flexible, not encumbered with bureaucratic requirements, and even to be more "entrepreneurial". If anything, this is arguing against the Jack Welch who ran GE and promoted GE Capital - which is now being separated from the firm.

So who is the reader supposed to follow - the Jack Welch who prospered as the super CEO at GE or the Jack Welch who is a writer of columns and a frequent visitor to CNBC? Careful readers can certainly sort out what is what, but why should that be necessary? As these books go, it was OK, but I expected more from these authors - or failing that a little bit of history. Mr. Welch might note his experience with private equity as a basis for some of the conclusions made in the book. It is not entirely clear, however, the degree to which private equity as an endeavor is appropriate for a book on general management perspectives. Yes, firms run by private equity are managed, but it is not clear that the configuration of goals and interests of all the parties is consistent with the ideas of alignment that lead off this book.

Paul says

This book started off a bit slow compared to "Winning". However, as it went on, I felt the advice better, sounder and the cases more interesting. You could say, the second half of the book is better than the first from my personal point of view. The title is unfortunate. I don't know what MBA has to do with a book like this other than the Welch's desire to promote his online MBA. It is mentioned many times throughout the book - many times needlessly - and at times it feels like a commercial. Still, it is over all a business book I enjoyed and learned from. I guess that is what counts.
