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Tracy Hall and the GE Diamond Research Team, Daniel W Fox, Allan S. Hay Five Managers: Abraham L. Marshall, Charles E. Reed, John F. Welch, Jr., Glen H. Hiner, Gary L. Rogers14. Summation How Big an Achievement? How Attained? Nine Strategies; Glossary; A. Thermoplastic Polymers. Compounds. and Blends; B. Trade-names, Companies. and Chemical Terms; C. GE Organization Notes; Chapter References; Names Index; Subject Index

Sommario/riassunto

Many companies that stray too far from their core business fail. So how is it that General Electric, a major electrical manufacturing company, ended up as one of the top U.S. chemical producers-with 1998 sales of 6.6 billion? In *Unlikely Victory*, Jerome T. Coe, a retired 40-year career employee with General Electric, who spent more than 20 years as a manager of the company's chemical businesses, suggests that it was a combination of necessity, forward-thinking of the engineers, and managers wise enough to give them breathing room. "Much of what they did (then) was counter to the prevailing GE
