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Nota di contenuto	Unlikely Victory: How General Electric Succeeded in the Chemical Industry; Table of Contents; Preface; Acknowledgments; 1. What's General Electric Doing in the Chemical Business?; 2. Early Years of GE Chemistry: 1900-1948 Electrical Insulation; Silicones; GE Forms a Chemical Division; 3. GE Silicones: 1940-1964 From Shaky Start to Successful Business; 4. Loctite An Invention that Got Away; 5. Synthetic Diamond GE Break-Through Caps Two Centuries of Research; 6. Lexan Polycarbonate: 1953-1968 The "Unbreakable" Thermoplastic 7. Noryl Thermoplastic: 1956-1968 Victory Snatched from Jaws of Defeat8. GE Engineering Plastics: 1968-1987 Headlong Growth to World Leadership; 9. Growth by Means of a Major Acquisition: 1988-1991 ABS Plastics Up for Bid; A New Polycarbonate Process; 10. Laminates and Insulating Materials GE Core-businesses Decline in Importance; 11. GE Silicones: 1965-1998 Sealants Leadership; World Participation; 12. GE Engineering Plastics: 1992-1998 After Recession,

## Growth Resumes

13. People Make the Difference Four Scientists: Eugene G. Rochow, H. 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. Rogers  
14. 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

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### 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

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