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Icons and Idiots: Straight Talk on Leadership

By Bob Lutz

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Icons and Idiots: Straight Talk on Leadership, Bob Lutz, When Bob Lutz retired from General Motors in 2010, after an unparalleled forty-seven-year career in the auto industry, he was one of the most respected leaders in American business. He had survived all kinds of managers over those decades: tough and timid, analytical and irrational, charismatic and antisocial, and some who seemed to shift frequently among all those traits. His experiences made him an expert on leadership, every bit as much as he was an expert on cars and trucks. Now Lutz is revealing the leaders--good, bad, and ugly--who made the strongest impression on him throughout his career. "Icons and Idiots" is a collection of shocking and often hilarious true stories and the lessons Lutz drew from them. From enduring the sadism of a Marine Corps drill instructor, to working with a washed-up alcoholic, to taking over the reins from a convicted felon, he reflects on the complexities of all-too-human leaders. No textbook or business school course can fully capture their idiosyncrasies, foibles and weaknesses - which can make or break companies in the real world. Lutz shows that we can learn...



Reviews

Merely no words to spell out. It is amongst the most awesome publication i have read. Your life span will likely be transform as soon as you full reading this book.

-- Marvin Okuneva

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-- Zachery Mertz

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