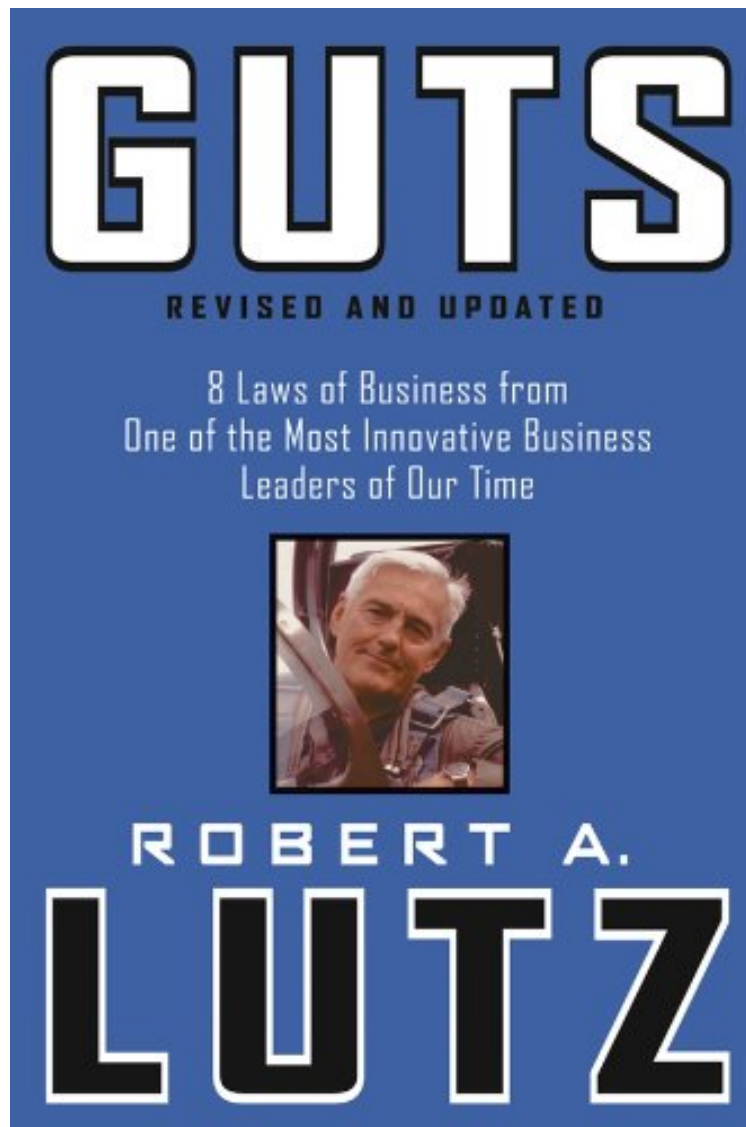


[Download] Guts: 8 Laws of Business from One of the Most Innovative Business Leaders of Our Time

## **Guts: 8 Laws of Business from One of the Most Innovative Business Leaders of Our Time**

*Robert A. Lutz*

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**Robert A. Lutz : Guts: 8 Laws of Business from One of the Most Innovative Business Leaders of Our Time** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guts: 8 Laws of Business from One of the Most Innovative Business Leaders of Our Time:

2 of 2 people found the following review helpful. Anyone in business should give this a read By Ron Sthis is a very good book for anyone in business. Some of the points apply well to life in general also. Lutz is very forward and does not sugar coat any of his opinions. If you don't agree with his viewpoint, I can see how you might get offended. I

thought most if not all of his views were in line with my own, so I enjoyed the book thoroughly. 1 of 1 people found the following review helpful. An Insiders View of Corporate Bureacracy By John E. Lincoln Classic Lutz. A generally honest appraisal of corporate bureacracy similar to his other books on the car industry. An easy, enjoyable read. 3 of 3 people found the following review helpful. Interesting By Woody He was in the middle of a lot of the Auto industry in it's most trying times. His viewpoint seems well founded and should be suggested reading of serious stsudents of business practices both good and bad. Mr. Lutz names names and give examples of his points. Most refreshing was his run down of the points of personal behavior needed in business. I was a participant in the Auto industry a bit earlier and thru the 1980's and found the book very clear on many of the things I observed.

"Read it for no other reason than to learn Bob's Seven Immutable Laws of Business. . . . This is vintage Bob-contrarian, thoughtful, and he's really fun to read." mdash;Forbes In this edition of Bob Lutz's bestselling account of the business philosophy with which he revolutionized Chrysler and much of the automotive industry, Lutz reveals his unique brand of creative management. Readers will learn many lessons herein, including why the key to success in any business is maintaining a positive tension between the creative minds and the buttoned-up financial minds, and how to attract, motivate, and strategically deploy each type throughout an organization. This book features a new introduction and an epilogue in which Lutz introduces an eighth law that helps today's business leaders put his famed Seven Immutable Laws of Business into sharper perspective. Robert A. Lutz (Scarsdale, NY) is General Motor's Vice Chairman of Product Development and Chairman of GM North America.

"Read it for no other reason than to learn Bob's Seven Immutable Laws of Business.... This is vintage Bob--contrarian, thoughtful, and he's really fun to read." From the Inside Flap What do you do with a book thatsquo;s filled with controversial, counterintuitive, and downright contrarian statements that stand conventional wisdom on its ear and claim, lightheartedly, to be immutable "laws of business?" If the author is Robert Lutz, you read the book very carefully, probably several times, learn all of the "laws" by heart, and follow them to the letter every chance you get. You also find yourself laughing out loud, shaking your head in wonder, and nodding in agreement. Revised and updated, this is a mavericksquo;s primer on the business philosophy that revolutionized Chrysler and is now powering dramatic new product development at General Motors. In it, Lutz reexamines his iconoclastic maxims to see how they have withstood the test of time. With hard evidence, hilarious anecdotes, and his characteristic frankness, the high-flying chairman of GM North America challenges his own contention that businesses should deliberately construct a "schizophrenic" corporate culture that combines rock-solid financial controls with a highly creative, no-holds-barred product development process. Concluding that his laws have served him well and are generally reliable in any business situation and any industry, he goes on to explain why: The customer isnrsquo;t always right The primary purpose of business isnrsquo;t "to make money" When everybody else is doing it, donrsquo;t Too much quality can ruin you Financial controls are bad Disruptive people are an asset Teamwork isnrsquo;t always good If Lutzrsquo;s first seven laws arenrsquo;t provocative enough for you, wait until you read the new one that he formulated for executives charged with managing mergers and takeovers or rehabilitating failing companies. Suffice it to say, it involves the use of a flamethrower. Enriched by Lutzrsquo;s deep store of business wisdom acquired over three-plus decades in the automobile industry, Guts combines a fascinating, behind-the-scenes look at some of the most important events in the industrysquo;s history, with an outside-the-box view on the nature of leadership and success. This insightful, unorthodox, and thoroughly enjoyable discourse will change the way you think about product development and marketing, financial management, strategy, and managing people. It will redefine the way you think about successndash;and make you all the more eager and likely to achieve it. From the Back Cover Praise for GUTS, Revised and Updated "Bob Lutz is the only man in history to rise to the top at all three Detroit automakersndash;Ford, GM, and Chryslerndash;and Guts reveals the kind of thinking that got him there. From a guy who didnrsquo;t graduate from high school until he was twenty-two comes as good a business book as you will ever find, and one that applies in any industry. Go Bob, go." ndash;Jerry Flint, Forbes columnist, and 2003 winner of a Loeb Award for Distinguished Business and Financial Journalism "Bob has always been a charismatic leader, but he became a true businessman when he joined Chrysler. Guts is typical Lutzndash;itrsquo;s controversial, thought-provoking and, in the final analysis, it makes good business sense." ndash;Harold "Red" Poling, retired CEO, Ford Motor Company "Bob has the rare ability to communicate with everyone on the automotive ladderndash;from the engineer to the guy on the assembly line to the designer . . . even the idiotic Hollywood celebrity who just likes to go fast! And whether yoursquo;re in the business of building washing machines or just writing jokes, Lutzrsquo;s laws work." ndash;Jay Leno, Hollywood celebrity and host of The Tonight Show "In a world in which managerial creativity and discipline have become polar opposites, Guts presents a dynamic synthesis of both forces that will enable readers to challenge the status quo and make their organizations far more competitive." ndash;Stephen Girsky, Managing Director/Senior Global Automotive Analyst, MorganStanley "Guts is about business, leadership, and life, and reaches well beyond the boundaries of the auto industry. Lutzrsquo;s laws of business, updated for todayrsquo;s leaders, are key ingredients to a twenty-first-century road map for success. And itrsquo;s also a great read, delivered with the passion, integrity, and

strength of character so important to making good things happen in a turbulent world." ndash;David Cole, Chairman, Center for Automotive Research "Irsquo;ve known Bob Lutz for over thirty-five years, and Guts reflects all the qualities that have made him one of the great car guys of our generation. As always, he tells it like it is, and thatrsquo;s what makes his book such a compelling read." ndash;Lee Iacocca, Lee Iacocca Associates