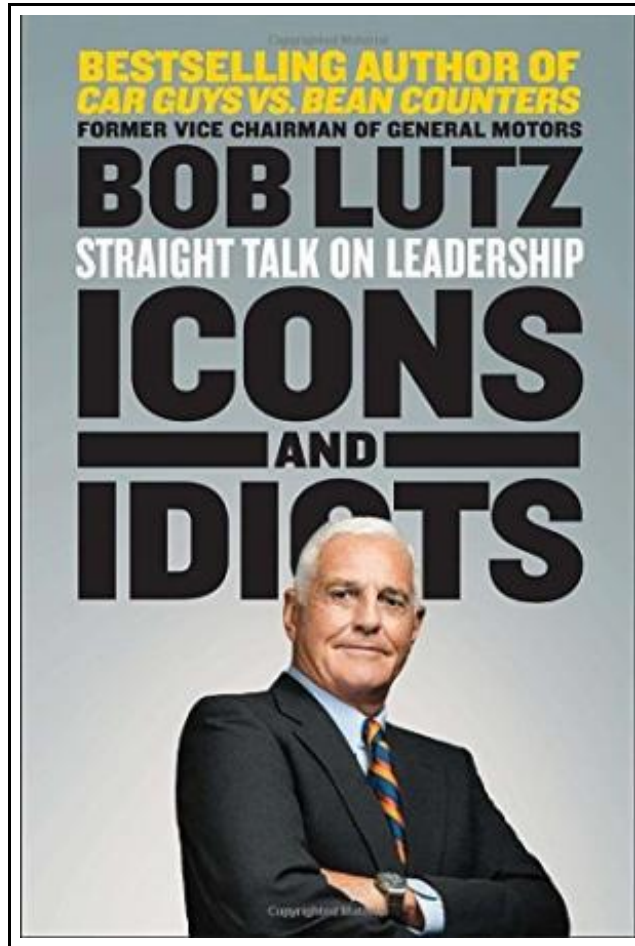


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Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Icons and Idiots: Straight Talk on Leadership, Bob Lutz, When Bob Lutz retired from General Motors in 2010, after an unparalleled forty-seven-year career in the auto industry, he was one 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 just as much from the most stubborn, stupid, and corrupt leaders as we can from the inspiring geniuses. He offers fascinating profiles of icons and idiots such as Eberhard von Kuenheim. The famed CEO of BMW was an aristocrat-cum-street fighter who ruled with secrecy, fear, and deft maneuvering. Harold A. "Red" Poling A Ford CEO and the ultimate bean counter. If it couldn't be quantified, he didn't want to know about it. Lee Iacocca The legendary Chrysler CEO appeared to be brilliant and bold, but was often vulnerable and insecure behind the scenes. G. Richard "Rick" Wagoner The perfect peacetime CEO whose superior intelligence...



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