



Matsushita Leadership: Lessons from the 20th Century's Most Remarkable Entrepreneur (Hardback)

By John P. Kotter

SIMON SCHUSTER, United States, 1997. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. He was one of the most inspirational role models of all time. Thrown into poverty at age four, Konosuke Matsushita (Mat-SOSH-ta) struggled with the early deaths of family members, an apprenticeship which demanded sixteen-hour days at age nine, all the problems associated with starting a business with neither money nor connections, the death of his only son, the Great Depression, the horror of World War II in Japan, and more. Yet John P. Kotter shows in this fascinating and instructive book how, instead of being ground down by these hardships, Matsushita grew to be a fabulously successful entrepreneur and business leader, the founder of Japan's General Electric: the \$65 billion a year Matsushita Electric Corporation. His accomplishments as a leader, author, educator, philanthropist, and management innovator are astonishing, and outshine even Soichiro Honda, J.C. Penney, Sam Walton, and Henry Ford. In this immensely readable book, Kotter relates how Matsushita created a large business, invented management practices that are increasingly being used today, helped lead his country's economic miracle after World War II wrote dozens of books in his latter...



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Absolutely essential go through book. It can be rally fascinating thogh studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).

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