



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

Robert A. Lutz

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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.

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