



Icons and Idiots: Straight Talk on Leadership

Bob Lutz

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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 couldn't save GM from steep decline and a government bailout.

As Lutz writes:

We'll examine bosses who were profane, insensitive, totally politically incorrect, and who “appropriated” insignificant items from hotels or the company. We'll visit the mind of a leader who did little but sit in his office. We'll look at another boss who could analyze a highly complex profit-and-loss statement or a balance sheet at a glance, yet who, at times, failed to grasp the simplest financial mechanisms—how things actually worked in practice to create the numbers in the real world.

The result is a powerful and entertaining guide for any aspiring leader.

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Michael Crew:

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Kristen Wright:

Spent a free time to be fun activity to perform! A lot of people spent their leisure time with their family, or their own friends. Usually they performing activity like watching television, planning to beach, or picnic from the park. They actually doing same every week. Do you feel it? Do you wish to something different to fill your free time/ holiday? Can be reading a book could be option to fill your free time/ holiday. The first thing that you will ask may be what kinds of publication that you should read. If you want to try out look for book, may be the reserve untitled Icons and Idiots: Straight Talk on Leadership can be great book to read. May be it might be best activity to you.

Daniel Scott:

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Russell Fielder:

What is your hobby? Have you heard this question when you got students? We believe that that concern was given by teacher on their students. Many kinds of hobby, Every person has different hobby. And also you know that little person similar to reading or as reading through become their hobby. You should know that reading is very important in addition to book as to be the point. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You discover good news or update about something by book. Numerous books that can you go onto be your object. One of them is Icons and Idiots: Straight Talk on Leadership.

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