LEADERSHIP
HOW I REMADE GE
And what I learned along the way
Jeffrey R. Immelt

GLOBALIZATION
GE'S GLOBAL GROWTH EXPERIMENT
The company pushed cross-business collaboration.
Ranjay Gulati

MANAGING PEOPLE
REINVENTING TALENT MANAGEMENT
How GE uses analytics to guide a more digital, far-flung workforce
Steven Prokesch
IDEA WATCH

20 ENTREPRENEURSHIP
When Hiring Execs, Context Matters Most
Move beyond a one-size-fits-all approach.
Plus A roundup of the latest management research and ideas

32 DEFEND YOUR RESEARCH
We Look Like Our Names
Why are people uncannily good at putting names to faces?

HOW I DID IT
Souq.com's CEO on Building an E-Commerce Powerhouse in the Middle East
Winning trust in regions where payments are made in cash
Ronaldo Mouchawar

EXPERIENCE

Managing Your Professional Growth

138 MANAGING YOURSELF
Could Your Personality Derail Your Career?
Don't take these traits to the extreme.
Tomas Chamorro-Premuzic

143 CASE STUDY
When It's Time to Expand Beyond the Base
An extreme-race company considers a VIP tier.
Marco Bertini and Nader Tavassoli

148 SYNTHESIS
Game-Changing Inventions
What makes an idea revolutionary?
Alison Beard

LIFE'S WORK
MICHAEL STRAHAN

156

DEPARTMENTS

10 From the Editor
12 Contributors
16 Interaction
150 Executive Summaries