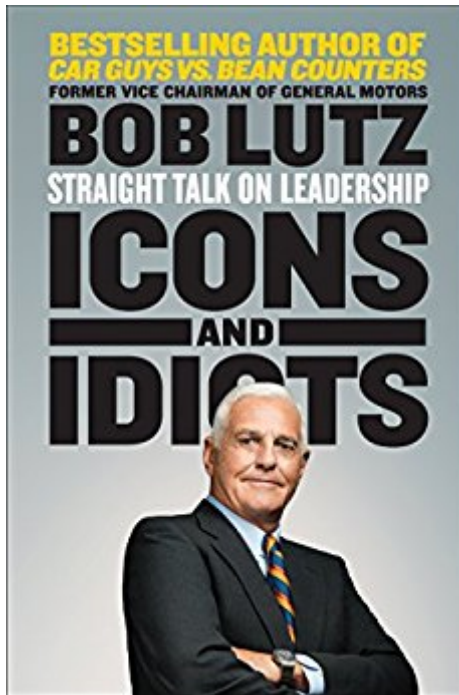


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# Icons And Idiots: Straight Talk On Leadership



## Synopsis

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

## Book Information

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## Customer Reviews

I read Mr. Lutz' previous book CAR GUYS AND BEAN COUNTERS. Like some other reviewers, I panned it --- not because Mr. Lutz is a bad writer, but because he told the story of our auto industry's demise like an autopsy. There was no way to sugarcoat the story of a failing industry in order to make it an exciting read. But I did enjoy Mr. Lutz' style of writing (plus his outspoken appearances on CNBC). I wondered if he had other, more positive stories to tell about his management of auto design in the U.S. and Europe. This book tells those positive and often amusing stories. Although the subject of leadership has been written about to the point of becoming hackneyed, Mr. Lutz does bring to the table a couple of interesting insights and anecdotes. Lutz explains his purpose at the beginning:=====THIS BOOK is about leaders and leadership. No "recipes" are offered; it's a compendium from my more than sixty years of observation while basking in the glow of inspirational leaders, trying my utmost to validate my employment to the tough, sometimes irrational ones, and marveling at the multifaceted, ever-shifting personalities of some of the quirky ones, wondering, at times, how they ever achieved their lofty positions. We'll examine past bosses who were profane, insensitive, totally politically incorrect, and who "appropriated" insignificant items from hotels or the company... 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.=====He profiles the eleven leaders who he says most shaped his life.

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