



WEINSTOCK

The Life and Times of
Britain's Premier Industrialist

Alex Brummer and Roger Cowe

'An admirable account of an extraordinary individual' *Ambassador*

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'This first-class portrait sets in context Arnold Weinstock's fascinating rise from Stoke Newington orphan to industrial overlord ...For other top managers, this is a cautionary tale'

Robert Heller, *Management Today*

Arnold Weinstock has been a pivotal (yet very private) figure in Britain's manufacturing industry over the last three decades. Knighted by a Labour government in 1970 and ennobled by Mrs Thatcher in 1980, he has achieved a consistent level of business success without rival in post-war Britain.

Alex Brummer and Roger Cowe, *Guardian* journalists who have closely followed his career for many years, give their clear-eyed assessment of the man who, as managing director of GEC from 1963 to 1996, steered the company through financial and industrial turbulence to make it one of Britain's largest and most stable businesses of the post-Cold War era. Charting his progress from his childhood, as the son of an immigrant Polish-Jewish tailor, to Whitehall, the property world, and the electronics and defence industry, the authors explore what makes Weinstock tick. What are the origins of his ruthless dedication to efficiency, his drive for control, and his highly personalised style of management, exemplified by the famously no-nonsense 'Weinstock memoranda' in which he forcefully – sometimes ferociously – outlined his views on managerial accountability? This riveting account sets his achievements – and his failures – in their rightful context.

'Brummer and Cowe tell the story of the takeovers, the battles with governments, the missed chances and the taken chances, with a narrative pace which readers far beyond those interested in industrial history will find compelling'

William Waldegrave, *Daily Telegraph*

'An excellent tale and essential reading for leaders of British industry' *Business Age*

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