



The Driving Force: Extraordinary Results with Ordinary People

Peter W. Schutz

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Summary "People are the driving force in business." Peter Schutz, retired CEO of Porsche, AG., shares stories of how he used the same teamwork it took to build championship race cars to turn an ailing company around and restore it to prosperity and success. At race circuits he notes, the pit team "pays little attention to rank or position - I sometimes found myself being ordered to go fetch a tool or spare tire if I happened to be on hand. The team simply works together to get the job done as well as humanly possible, each person contributing to the best of his or her abilities. Imagine what might be accomplished if a company could run that way." "The Driving Force is my story. It is a story about a rather ordinary person who was able to accomplish some extraordinary things as a business leader."

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