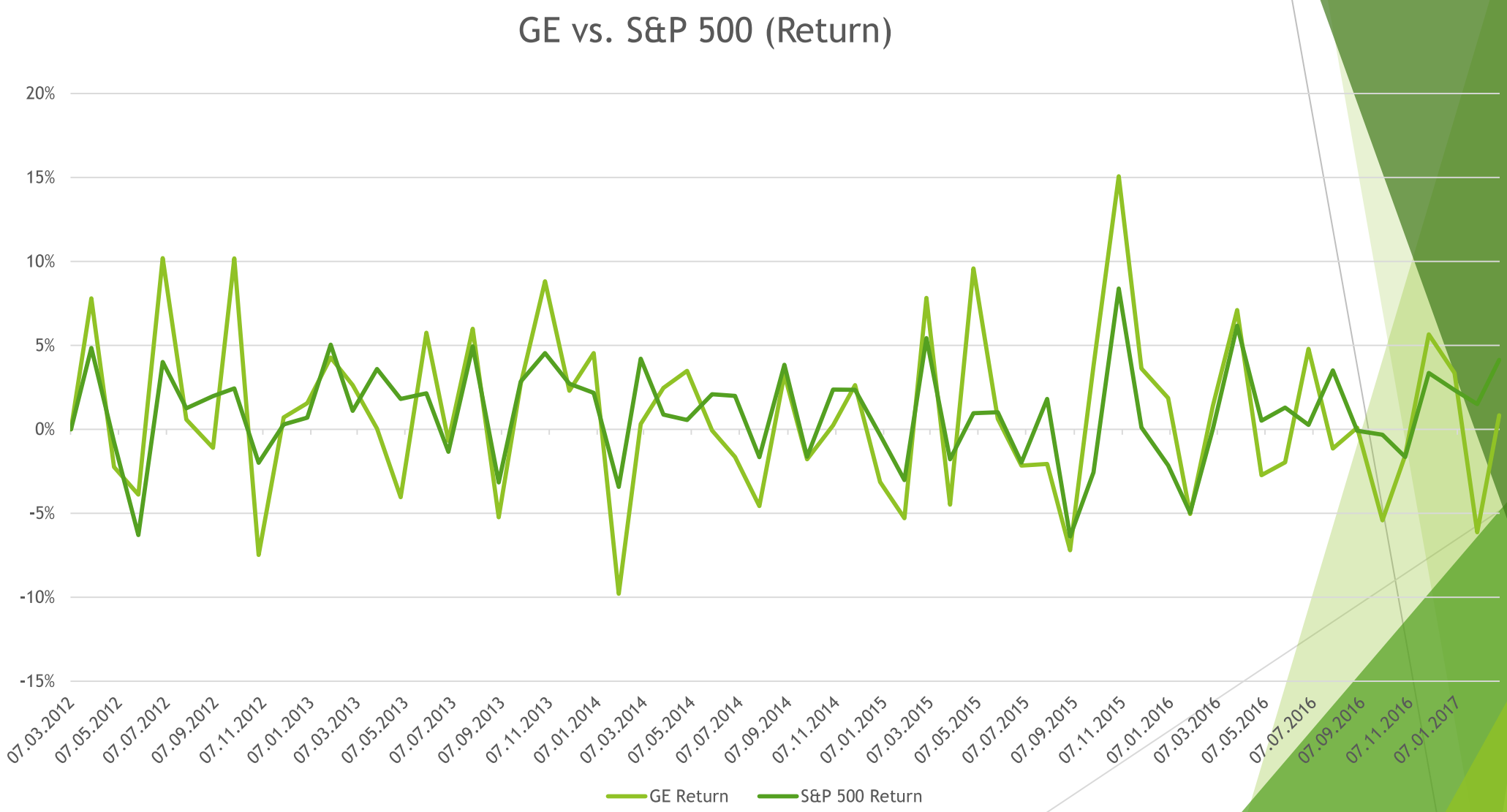
General Electric Case Study

Stock Chart comparing GE's Stock Performance during Jeff Immelt's Tenure as CEO to the S&P



Why GE should not be broken up given its Stock Performance since 2001

- By the time Jeff Immelt assumed the role of CEO, it was pretty evident that the company needed some change. First, GE's competitors had imitated most of the efficiency- advancing management methods that were one attributed for GE's competitive edge. Second, the growth of financially abundant private-equity corporations had enabled fierce competition in the purchase of premium assets.

Why GE should not be broken up given its Stock Performance since 2001

- Even though the firm had accrued profits of $1.8 billion in 2008, this was almost 20% less than in 2007 (Inkpen 3). Leaving the problems that General Electric Co. is facing, most of its other businesses in the health and media field were also suffering.

Why GE is worth more together than apart

- GE is worth more together than apart for a variety of reasons:

1. The corporation's leaders required more time to prove that their investments in R&D (research and development) could be beneficial as their economy improved.
2. In a world where governments are the biggest clients of GE's products, which can be attributed to massive fiscal stimulus packages, the firm's experience in handling public authorities should assist every branch of the business.
3. The company has realized the benefit of selling its different products to foreign administrations in persuasive mixes instead of selling them singly.

Work Cited

Inkpen, A. C. *General Electric's Corporate Strategy*. Thunderbird School of Global Management, 2014. www.thecasecentre.org/educators/products/view?id=91239.

Lazonick, W. "Profits Without Prosperity." 15 Sept. 2014, hbr.org/2014/09/profits-without-prosperity.