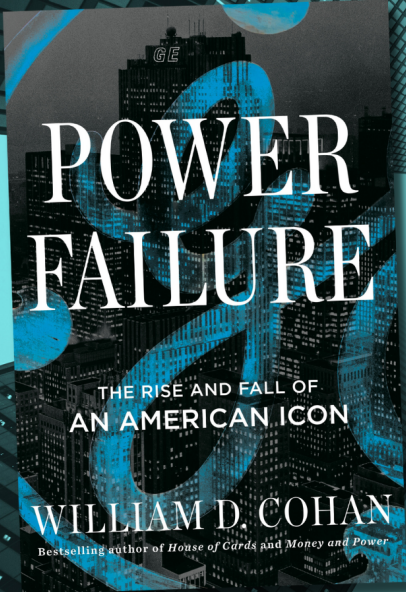


Virtual Author Talk



New York Times Best Selling Author

William Cohan

WEDNESDAY, NOV. 30
AT 6:30 PM

Online via Zoom



"Power Failure: The Rise and Fall of an American Icon" covers the dramatic rise—and unimaginable fall—of America's most iconic corporation by New York Times bestselling author and pre-eminent financial journalist William D. Cohan.

No company embodied American ingenuity, innovation, and industrial power more spectacularly and more consistently than the General Electric Company.

The company embodied both the muscle of American business—entrepreneurial drive, inventiveness, financial legerdemain—and its weaknesses—unchecked egos, grandiosity, hubris, and corruption. The story of GE's glorious rise and distressing fall is not just the story of a finance powerhouse. It's a cautionary tale about blind ambition and trying to live up continuously to a flawed corporate mythology.

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