GE's Jack Welch, by the books
By Jacqueline Blais

With a first print run of 2 million, Jack Welch's memoir, Jack: Straight From the Gut (Warner Business Books, $29.95), goes on sale Tuesday.

The book has stirred interest in other books about General Electric's just-retired CEO. At Barnes & Noble's 569 bookstores, there are special displays for all the Welch books. A short list:

* Jack Welch Lexicon of Leadership by Jeffrey A. Krames (McGraw Hill, $19.95). A sample from this alphabetically sorted book defining his management tactics: ''Boss Element: What Welch wanted to take out of GE.''

* Welch: An American Icon by Janet Lowe (Wiley, $24.94). If Jack Welch isn't a household name, he should be, Lowe says. ''Welch is a guy who makes a lot of things happen, all kinds of things that affect the lives of all of us, even when we're not aware of it.''

* Control Your Destiny or Someone Else Will by Noel Tichy, Stratford Sherman (HarperBusiness, $19.95). The revised paperback includes an interview with Welch and his annual report letters. This is billed as the unofficial GE leadership handbook.

* At Any Cost: Jack Welch, General Electric, and the Pursuit of Profit by Thomas F. O'Boyle (Vintage, $16). This paperback tells the other side of Welch's reign: '' His way of doing business carries with it a heavy penalty, not necessarily for him or stockholders, but for the people who do his bidding and for government and society, which must often clean up his mess.''

▶ The Power of Six Sigma by Subir Chowdhury (Dearborn, $17.95) explains the management process that Welch embraced.

* Jack Welch by Robert Heller (Dorling Kindersley, $12.95). Subtitle: The Giant of Corporate Management Who Created Billions for Investors.

* The GE Way Fieldbook by Robert Slater (McGraw-Hill, $24.95). Subtitle: Jack Welch's Battle Plan for Corporate Revolution.

* Jack Welch and the GE Way by Robert Slater (McGraw-Hill, $24.95) explains management and leadership secrets of what he calls the ''legendary CEO.''