

(Library ebook) The 3G Way: An introduction to the management style of the trio whorsquo;s taken over some of the most important icons of American capitalism.

## **The 3G Way: An introduction to the management style of the trio whorsquo;s taken over some of the most important icons of American capitalism.**

*Francisco S. Homem de Mello*  
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**Francisco S. Homem de Mello : The 3G Way: An introduction to the management style of the trio whorsquo;s taken over some of the most important icons of American capitalism.** before purchasing it in order to gage whether or not it would be worth my time, and all praised The 3G Way: An introduction to the management style of the trio whorsquo;s taken over some of the most important icons of American capitalism.:

4 of 4 people found the following review helpful. Quick read. By Bobbilynne Shackelford A quick read, good for those who don't have time to delve deep into many of the other books that have been produced by and about the 3G guys. I was able to finish this while flying for work--read half on the plane there and half on the way back. Some really good basic principles.

4 of 4 people found the following review helpful. Very good overview of the 3G way. By Michael Doyle Very good overview of the 3G way. The author gives a succinct history of the trio and then does an excellent job of framing their approach to managing the businesses that they have acquired over the years. He has adequately footnoted and referenced additional materials for the business reader who wants to go deeper on particular areas of interest.

0 of 0 people found the following review helpful. Go under the hood on one of the world's most successful companies. By Danny Razore The author provides an understandable overview of the core principals that are most responsible for the exceptional success of 3G Capital. He opens the hood on each principal in order to show where 3G got the initial idea from (many stemming from GE under Jack Welch, Goldman Sachs, Toyota and/or Sam Walton's autobiography), how they went about initiating it into their company's DNA and the tactics they use to continuously emphasize the principal throughout the course of each year. I feel that the author's perspective while writing his book was a great help in providing the reader with actionable takeaways that can be applied in their business, regardless of the industry and also aspects of one's personal life. You'll read deep into the following ideologies that are very present at 3G: -Dream-setting, goal-setting, task-orientation -Clarity on expectations and accountability -Benchmarking and copying the best practices of others -The importance of betting big on your best people -Meritocracy and the ability for great people to achieve wild success -Operational efficiency -What 3G looks for when evaluating a potential acquisition

3G is a phenomenal story of an unassuming small group of men based in Brazil who over decades have created one of the world's largest and most successful consumer brand conglomerates. Thanks for all of your hard work

Francisco S. Homem de Mello (Author)

The 3G Way is an introduction to the management style developed by three Brazilian entrepreneurs who took over some of the main icons of American capitalism: Anheuser Busch, Heinz and Burger King.

About the Author Francisco Souza Homem de Mello was born in Brazil, and writes about business management, strategy and startups in a number of blogs and publications. His first book, *Hacking the Startup Investor Pitch*, teaches entrepreneurs how to structure and present their venture capital pitch decks, and delves deep into the latest thought trends about startup strategy. It is the fruit of the author's involvement as an angel investor, consultant and entrepreneur with numerous startups. He is a former finance professional, having worked for 10-plus years in various positions within the investment management industry. Most of these years were spent at companies that in some way or another were born out of the management style created at Banco Garantia. These experiences inspired him to write his second book, *The 3G Way*, that introduces the management style and techniques that evolved from Garantia and took its creators to the forefront of world capitalism. Francisco is also a triathlete, with multiple Ironman, Ironman 70.3 and olympic-distance races.