

## Famous Nicknames from the Past



**NEUTRON  
JACK**

**Jack Welch**, ex-CEO of General Electric, applied massive layoffs but eventually became admired as the company's market value grew by 4,000 percent.



**CHAINSAW  
AL**

**Al Dunlap**, CEO of Scott Paper and later Sunbeam Corp. in the 1990s, became notorious for relentlessly firing thousands of workers from both companies.



**THE JUNK-  
BOND KING**

**Michael Milken** became an '80s icon for creating junk bonds to finance some megamergers. He later pleaded guilty to violating security laws but was released early for good behavior.



**RED  
RUPERT**

**Rupert Murdoch**, the global media baron, earned a reputation for hardball tactics as he amassed one giant firm after another.