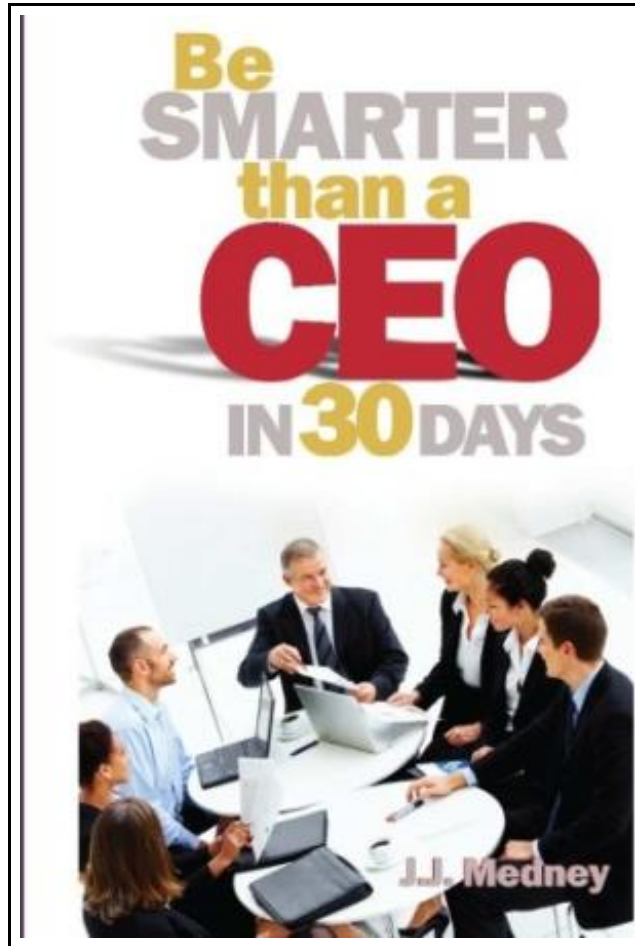


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J.J. Medney Associates, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.As a businessman/attorney, I wrote BE SMARTER THAN A CEO IN 30 DAYS because - while many in the business community are skilled in social media, smartphones and iPads - they do not know what makes a company grow and turn profitable. To be successful in today s marketplace, you must be savvy in both digital technology and the basic building blocks of business. This is why I brought together the insight and wisdom of over 50 business leaders - luminaries ranging from Mark Zuckerberg (Facebook), Sam Palmisano (IBM), and Larry Page (Google) to former CEOs as Jack Welch (GE), Louis Gerstner (IBM) and Lewis Platt (HP). You will gain a broad-based understanding of strategy, customers, marketing, management, innovation, product lines, entrepreneurship, knowledge employees, going global - even how to interpret a financial statement. You will be offered a series of sophisticated business tactics that I have employed over the years. You will encounter my shoestring strategy in turning an entry-level salesperson into a resourceful business professional and opening the door to a lifetime of higher earnings. A world of knowledge will be passed on to you. A ROADMAP FOR SUCCESS As the former Director of Management Development at IBM, Walter Schiff declared, I only wish I had BE SMARTER THAN A CEO IN 30 DAYS to utilize in the Management Training Programs I was responsible for.it is a must read for people on the fast track. Chris Ponzio, SVP of LevLane Advertising in Philadelphia writes, Who needs an MBA? BE SMARTER THAN A CEO IN 30 DAYS gets to the heart of smart business thinking. Whether you are climbing the corporate ladder or going down...



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