



Be Smarter Than a CEO in 30 Days

By J J Medney

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...



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