



Straight from the Ceo: The World's Top Business Leaders Reveal Ideas That Every Manager Can Use (Paperback)

By Dauphinais, Price

SIMON SCHUSTER, United States, 1999. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Straight from the CEO reveals the practical, far-reaching insights of the world s top CEOs, including: Royal Dutch/Shell s Cor Herkstroter, mastermind of the most ambitious makeover among the world s energy behemoths; British Airways Sir Colin Marshall, the market genius who powered the carrier s celebrated turnaround; Chase Manhattan s Walter Shipley, architect of one of the largest mergers ever to take place in the financial sector; Monsanto s Robert B. Shapiro, who has raised the hurdle bar on growth and profitability goals, although the company is at the peak of its form; British Aerospace s Sir Richard Evans, developer of one of Britain s biggest and boldest corporate-change management programs; Compaq Computer s Eckhard Pfeiffer, who has transformed himself from a successful turnaround artist into a hard-driving champion of continuous corporate renewal. Straight from the CEO is a major event, providing the rare opportunity to hear directly from the world s greatest business leaders. No ivorytower theorizing, no speeches, no consultant speak, these are the practical insights of leaders who every day must find ways to test and validate...



Reviews

Without doubt, this is actually the best operate by any article writer. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been written in an exceedingly straightforward way in fact it is only soon after i finished reading through this book through which in fact changed me, modify the way in my opinion.

-- Miss Elissa Kutch V

Here is the best ebook i actually have go through until now. It really is simplistic but shocks within the fifty percent in the ebook. Your daily life period will probably be transform once you total reading this book.

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