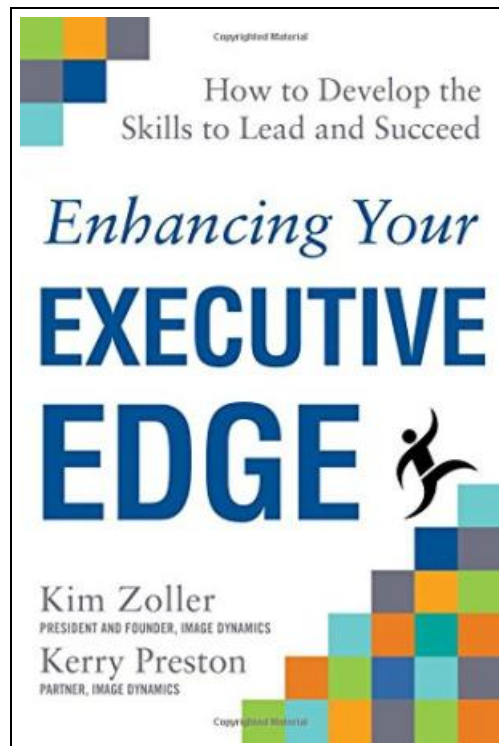


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McGraw-Hill Education - Europe, United States, 2014. Hardback. Book Condition: New. 231 x 147 mm. Language: English . Brand New Book. Build your career by design not by accident. Why do some people get to the top while others - who work just as hard - don't get past middle management? Two words: Executive Edge. Your technical skills may get you the job, but your interpersonal skills and emotional intelligence will get you the promotion. In *Enhancing Your Executive Edge*, Kim Zoller and Kerry Preston provide the specific tools you need to make the jump from middle or upper management to an executive-level position. It's not about being among the standouts in a company. It's about being the standout. Zoller and Preston emphasize the importance of self-awareness in relationships with colleagues, clients, and executives - including first impressions, body language, and strategic communication. *Enhancing Your Executive Edge* will help you hone the following: Self-Management and Social Awareness; Personal Branding; Communication and Presence; Business Protocol; Motivation, Perseverance, and Excellence. Competence, passion, and hard work open doors. But when you're going for the very top spot, the competition increases exponentially - so you need to differentiate yourself. This book is designed to help you develop that special quality few people possess. Set yourself apart and offer value where the competition doesn't by enhancing your executive edge. Praise for *Enhancing Your Executive Edge*: With their concrete, hands-on style, Preston and Zoller teach your executives how to become leaders. And with that leadership, your brand will become more established-bigger and bolder. *Enhancing Your Executive Edge* delivers. (Edgar Bronfman Jr., former chairman and CEO of Warner Music). *Enhancing Your Executive Edge* shows you how to grow professionally. Preston and Zoller offer practical advice for those seeking to raise the bar....



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