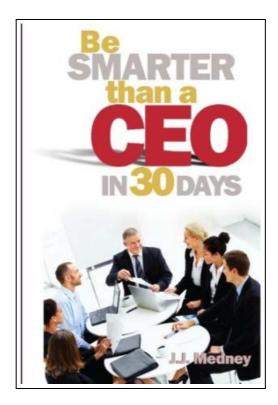
Be Smarter Than A CEO In 30 Days



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Reviews

It in just one of my personal favorite publication. It is among the most awesome publication i have read. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Delia Rutherford)

BE SMARTER THAN A CEO IN 30 DAYS



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J.J. Medney & Associates. Paperback. Condition: New. 218 pages. Dimensions: 8.9in. x 5.9in. x 0.6in.As a businessmanattorney, 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 todays 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 forit 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 an entrepreneurial road, J. J. Medney provides a roadmap for success. This item ships from...



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