



What the CEO Wants You to Know: How Your Company Really Works

By Ram Charan

Crown Business. Hardcover. Book Condition: New. Hardcover. 141 pages. Dimensions: 8.1in. x 5.4in. x 0.6in. The universal laws of business success . . . no matter whether you are selling fruit from a stand or running a Fortune 500 company. Have you ever noticed that the business savvy of the worlds best CEOs seems like a kind of street smarts They sense where the opportunities are and how to take advantage of them. And their companies make money consistently, year after year. How different is it to run a big company than to sell fruit from a cart or run a small shop in a village In essence, not very, according to Ram Charan. From his childhood in India, where he worked in his familys shoe shop, to his education at Harvard Business School and his daily work advising many of the worlds best CEOs, Ram understands business as few can. The best CEOs have a knack for bringing the most complex business down to the fundamentals -- the same fundamentals of the family shoe shop. They have business acumen -- the ability to focus on the basics and make money for the company. What the CEO Wants You to Know...



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