



The Executives Book of Quotations

By -

Oxford University Press, USA. Hardcover. Book Condition: New. Hardcover. 400 pages. Dimensions: 9.6in. x 6.4in. x 1.4in. From William Wrigleys advertising maxim Tell them quick and tell them often, to all-purpose words of wisdom such as E. F. Schumachers Think globally, act locally, and Yogi Berras When you come to a fork in the road, take it, the Dictionary of Business Quotations is a browsers delight, brimming with thousands of quotations for use in business speeches, reports, articles, or simply to spice conversation over lunch. Stretching from Chinese proverbs to John Maynard Keynes, from Heraclitus to Peters and Waterman, compiled from newspapers, books, movies, and poetry, this lively collection arranges more than 500 topics alphabetically, spiriting us from Advertising, America, and Avarice, through Wall Street, Winners, and Youth. Here at the executives fingertips are witticisms, jibes, bon mots, epigrams, and sage adages by and about those who skyrocketed--or plummeted--in the game of business. We sample business advice from entrepreneurs like Anita Roddick: Tap the energy of the anarchist and he will be the one to push your company ahead, and from giants like McDonalds late chairman Ray Kroc--When youre green, youre growing; when youre ripe, you rot--and Tom Peters: Companies have...



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