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## CEO Priorities: Master the Art of Surviving at the Top

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By Neil Giarratana

Career Press, United States, 2010. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book. CEO Priorities provides direct, specific, and valuable real-world advice and insights for CEOs and aspiring CEOs or executives, supported by relevant stories couched in humor and irony. Neil Giarratana takes you inside the CEO's office and lays out a top executive's priorities--get these right or else! He covers the key areas that must be handled well and with smarts, and explains in detail how to do it. Weaving in examples from his 30-plus years of experience, Giarratana packs CEO Priorities full of fascinating, surprising, and always relevant information. You'll learn what you need to know about the critical areas of concern or activity for a CEO, any one of which could mean the difference between success and failure, plus targeted advice to help you: End divisive office politics Fast-track new product development Handle a bad quarter Forecast earnings without being foolish Employ moral responsibility as a competitive advantage Avoid the dark side of passion Successfully effect changes in company culture Introduce a new business model Everything of major significance you'll have to face as a CEO is identified...



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