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What The CEO Wants You to Know is Charan's primer on this point, which he illustrates with explanations filtered through the eyes of street vendors and other small shopkeepers. One, for example, involves a woman in Managua, Nicaragua, who sells clothing from a small cart and beats the oppressive interest rates on her loans and the puny profit margins on her goods with a skillfully selected inventory

that is quickly and repeatedly turned over.

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What the CEO Wants You to Know takes the mystery out of business and shows you the secrets of success. Have you ever noticed that the business savvy of the world's 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.

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Execution and Confronting Reality , written with Larry Bossidy, and the author of Know How and ten other books. What the CEO Wants You To Know, Expanded and Updated: How ... What The CEO Wants You To Know is a fantastic book — short, to the point, and with a great formulation of the basic principles of business. My central thesis with this summary is that even a rudimentary understanding of business basics helps you in your career — regardless of what industry you're in, what level you're operating at, and the specific role you play in your company. What The CEO Wants You To Know - Commonplace - The ... I was a bit confused by the title, but read it on a recommendation: it is simply what a CEO wants a person working for him,

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"What your CEO wants you to know is how these fundamentals of business work in your company," he writes before embarking on a very lucid explanation that can be quickly absorbed and put into practice. --Howard Rothman

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What a CEO wants you to know is that

growth is vital to prosperity. It should be profitable and sustainable. Many often measure growth by a concept called Shareholder Value Added (“SVA”).

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What The CEO Wants You To Know The highly respected author Ram Charan has taught business at Harvard and

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- What the CEO Wants You to Know, page 131 Most would agree that leaders must have strong business acumen to lead and to grow their businesses, especially at the top. We also know that becoming a senior leader with that level of capability and experience doesn't happened overnight, but that doesn't mean you can't start today.

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