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How to Act Like a CEO: 10 Rules for Getting to the Top and Staying There

D. A. Benton

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Author of The Bestselling How to Think Like a CEO

HOW TO ACT LIKE A CEO

10 Rules for Getting to the
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D. A. Benton : How to Act Like a CEO: 10 Rules for Getting to the Top and Staying There before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Act Like a CEO: 10 Rules for Getting to the Top and Staying There:

0 of 0 people found the following review helpful. Leader not managerBy KosberI believe the book touch the sense of the real leader should be , it gives a start or a way of thinking of how you can manage your people and drive them to the best performance , how to have a wide vision over the business environment and finally how to strat your path to the top and to keep yourself there .0 of 0 people found the following review helpful. Four StarsBy WillGood insight as to what makes a great leader22 of 24 people found the following review helpful. Management Theory LiteBy therosenThe book presents itself as a semi-scholarly work, synthesizing interviews with 100 CEOs into a meaningful set of commandats for those that want to act like the big boss. On an academic level, this is fraught with peril - How do we know these are the right CEOs, and do they really articulate what makes them succeed?Business books have a history of weak scholarship (think In Search of Excellence) but still can contain great ideas.The 10 less than profound results:1 - Be Yourself, Unless You're a Jerk2 - See Around Corners3 - Make Dust or Eat Dust4 - Make the Big Play5 - Keep Good Company6 - Be the Number One Fund Raiser and Protector7 - Act Like a CEO When You Don't Feel Like It8 - Evangelize the World9 - Go Big or Go Home10 - Cut Through the JunkAll this is good advice, but did you need to ask 100 CEOs to come up with it?Ultimately, the book resides in my restroom. It's good for a couple minutes a day of reminding me what I should be doing, but nothing that requires hours of in depth study. It's a light read, but not really the blueprint to the executive suite.

If anybody knows what it takes to get you to the top of the corporate ladder, it's #1 executive coach Debra Benton. Now, in this follow-up to her best-selling How to Think Like a CEO, she draws upon her work with top-level executives at corporate giants such as ATT, Colgate, Pepsi, Mobil Oil, Nabisco, American Express, and McKinsey, and interviews she conducted with 100 CEOs around the world, to:
• Identify the 10 "rules of the game" ambitious managers need to follow if they want to make it to the top slot
• Show how successful CEOs apply the rules in their everyday business dealings, and what happens when they break them
• Provide managers with valuable pointers on how to apply each rule in their professional lives
Written by one of the most respected executive coaches in the world, How to Act Like a CEO is must reading for ambitious managers in every industry, whether they aspire to being CEOs or not.

From the Back CoverYou are about to meet a cross-section of some of the most powerful and successful CEOs in the world. They range in age from their twenties to their sixties, come from widely divergent backgrounds, and work in completely different industries. But every one of these successful executives has used the same 10 rules in getting to the top. Now you can too! What qualities does it take to be CEO of a small start-up company in Silicon Valley? To head a huge media conglomerate headquartered in New York City? To leapfrog your way up the career ladder? To launch a successful new business venture? The answer is it takes the same qualities. Successful people, says D.A. Benton, may vary enormously in their personalities, temperaments, and goals, but in the ways that really count, star achievers are more alike than they are different. Benton, a world-famous executive consultant who has been profiled in Fortune, Time, and The New York Times and has coached many of the world's most powerful executives, is the author of the classic bestseller How to Think Like a CEO — a book which gave readers insight into the decision-making processes of those at the top of their fields. For this follow-up book, she has interviewed hundreds of executives to find out exactly what they do differently than the also-rans — to provide an inside look at CEOs in action. How do they assess risks and opportunities in a new venture? How do they put together deals? How do they convince others to follow them? How do they manage a crisis? Benton analyzes the leadership styles of such diverse individuals as Reuben Marks, head of Colgate-Palmolive; Apple's legendary Steven Jobs; top defense lawyer Gerry Spence; Brian McCune, CEO of e-merging Technologies; Dinita Johnson Hughes, CEO of Edgewater Systems; Doug Conant, President of Nabisco Foods and General Colin Powell. Benton has discovered that there are certain qualities that all of these CEOs have in common. These qualities become the basis for the ten rules that anyone can follow to achieve CEO-like results — at any level, in any career, in any industry. The ten rules are: *Be Yourself, Unless You're a Jerk *See Around Corners *Act Like a CEO Even When You Don't Feel Like It *Go Big or Go Home *And more! Whether your ambition is to become the CEO, start your own company, get a promotion, or just have a long and rewarding career where you command tremendous respect and admiration, this no-nonsense and insightful book will help you achieve your goal. About the AuthorD.A. Benton founded Benton Management Resources in 1976 to provide executive development and career counseling. She has worked in seventeen countries and her numerous media appearances around the world have brought her wide acclaim. Her clients include ATT, American Express, Pepsi, United Airlines, Nabisco, Mobil Oil, PricewaterhouseCoopers Lybrand, and NASA. Benton is also the bestselling author of How to Think Like a CEO and Secrets of a CEO Coach.