



The New Secrets of CEOs: 200 Global Chief Executives on Leading (2nd Revised edition)

By Steve Tappin, Andrew Cave

Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, The New Secrets of CEOs: 200 Global Chief Executives on Leading (2nd Revised edition), Steve Tappin, Andrew Cave, WWhat is it really like to be a CEO - and how should CEOs respond to the reset economy? With unprecedented access to some of the world's most high-profile and powerful business people, The NEW Secrets of CEOs tells us what life is really like at the top and reveals the views of heads of global businesses as diverse as Asda, GE International, NASCAR, Anglo-American, China Mobile and Unilever. New chapters explore strategies for dealing with the 'reset' after the recession and the five realities for CEOs in the 2010s. In interviews with some of the most influential CEOs - including new profiles of Andrea Jung of Avon, Irene Rosenfeld of Kraft Foods, Michael Spencer of ICAP, Sir John Parker of National Grid, Zhang Ruimin of Chinese conglomerate Haier and John Chambers of Cisco - the issues that really affect today's leaders are revealed: How are CEOs responding to the 'reset economy' after the financial crisis? What hasn't changed, even in this much tougher environment? What are their views on executive pay, bonuses,...



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