

If I Knew Then What I Know Now



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Twelve years ago, when Edler was president of an ad agency, he was asked to deliver a commencement address to business graduates. He asked 10 CEOs from different companies the questions that later became the title of this book, and together their answers made a nice speech. The answers so fascinated Edler that he kept posing the questions to other executives from the worlds of business, entertainment, advertising, publishing, politics, television and religion until he had compiled enough practical wisdom to fill a book. Helen Gurley Brown, editor of Cosmopolitan, says self-discipline will get you everywhere. Peter Sealey, former global marketing director for Coca-Cola, says one ought to get international experience. Edler's own advice is to become the person you really are. Many of these "answers" are little more than bons mots sometimes supplemented by a sidebar. This conversationally written book would make a fine gift for an ambitious and philosophical friend.

作者介绍:

目录:

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标签

励志

英文原版

职场

US

Career

6.E_Wisdom-OldToYoung

评论

像看了100句微博里的哈弗校训云云。不过TED里的各式箴言也不过如此。只能说。。言浅意深。

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书评

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