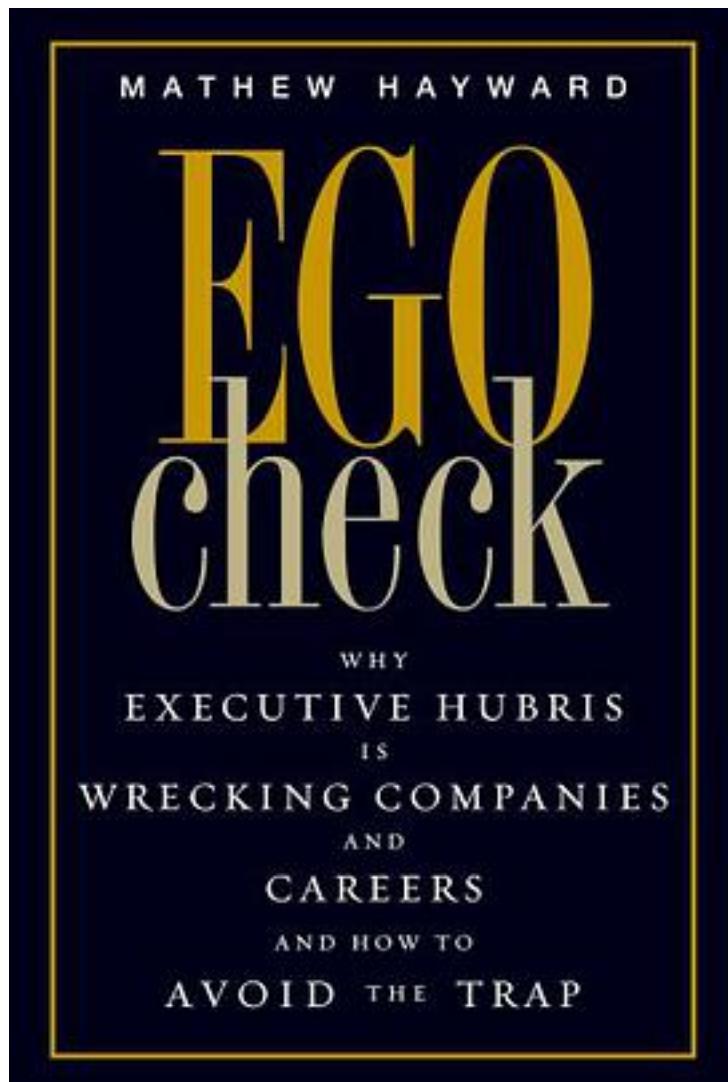


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## 在线阅读本书

No one executive is immune from that difficult-to-distinguish line that divides the self-confidence required of a successful CEO from the hubris seen at the root of so many corporate scandals today. We can count Warren Buffett, Steve Jobs, Martha Stewart, and Jack Welch among the business leaders who have been infected with hubris at various stages of their careers – and seen their lives and companies suffer as a result. Every executive is vulnerable to hubris when they become dependent on wealth, status, and other extrinsic rewards for their sense of worth; when they embark on ventures that cross beyond their capabilities; when they unduly rely on the advice and input of others to execute their vision; and when they simply assume that their plans for the future will be realized without obstacle. Understanding these four key dynamics and the mistakes made as a result of falling prey to them will pave the road for business professionals to understand how they can guard against their own hubris while still building upon their unparalleled will to reach even greater levels of success.

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