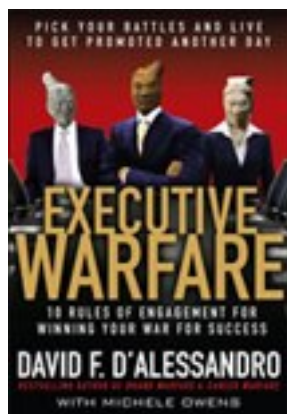


Executive Warfare



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出版者:McGraw-Hill

出版时间:2008-06-10

装帧:Hardcover

isbn:9780071544238

在线阅读本书

The New York Times Bestseller . . . WIN THE WAR FOR SUCCESS . . . It's not enough anymore to be smart, hard-working, and able to show results; At this level, everybody is smart, hard-working, and able to show results. Now it's a game for grown-ups. What really sets you apart is the relationships you build with people of influence. These people can include your peers, your employees, your organization's directors, reporters, vendors, and regulators-as well as the people directly above you in the organizational hierarchy. . . In senior management, you no longer answer to just one boss. There is now a hazy matrix of hundreds of bosses both inside and outside the office, any one of whom can stop you cold or give you a tremendous push forward. Executive Warfare offers concrete advice for handling all of them, including . . . YOUR PEERS: They are the most valuable of allies or the most dangerous of enemies. THE CEO: Her office is often where the real fairy dust is kept. Make sure you have a good relationship here. THE BOARD OF DIRECTORS: They won't judge you fairly if all they see of you is your PowerPoints. YOUR DIRECT REPORTS: They are your vital organs, so treat them accordingly. And if you find a blood clot among them-excise that person before

he kills you. YOUR RIVALS: It's not always wise to shoot at them, but if you do, do not shoot to wound. . In his bestsellers Brand Warfare and Career Warfare , author David D'Alessandro offered sharp advice for building a brand and building a career. Now Executive Warfare is the advanced class for the truly ambitious. Learn what it takes to rise to the top-and to do the even harder thing, which is survive there. .

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