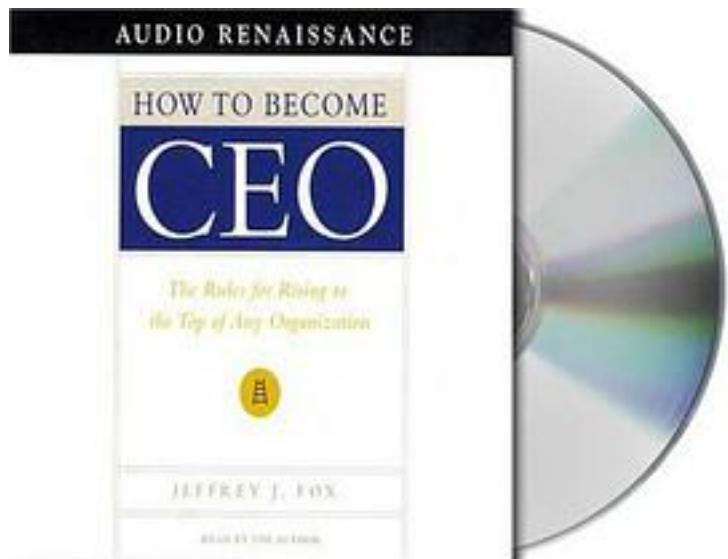


How to Become a Ceo



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A No-Nonsense, Common-Sense Guide to Getting to the Top of the Tree How does one become a CEO? Many people know they want to climb the corporate ladder, but don't have a clue about how to ascend that ladder without losing their grip. In this insightful, controversial program, Jeffrey J. Fox offers solid, practical advice and recommendations on how to fulfill your ambition to better yourself, to be a contributor, to make a difference, to grow professionally, and to be more successful. The seventy-five "rules" that Mr. Fox -- founder of a marketing and consulting firm and an MBA graduate of Harvard Business School -- outlines are actions you must take, traits you must develop and things you must avoid in order to succeed. Mr. Fox's short and simple one-lesson-per-topic approach is an intelligent and straight-forward method of business instruction. This guide sets forth the qualities that every successful leader must have: vision, persistence, integrity, and respect for superiors, subordinated, and peers. Whether you want to become president or CEO of a

corporation, buy a business, start a business, run your own business, or have a long and fruitful career in a large corporation, "How to Become CEO" will give you the power to control your own business destiny.

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