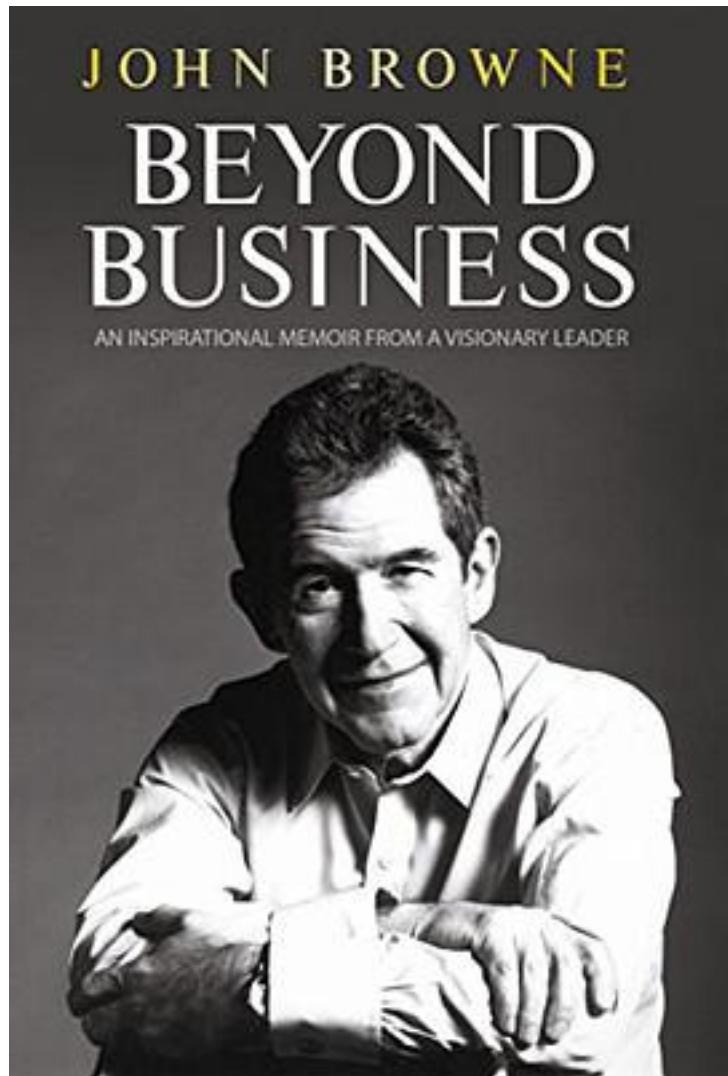


Beyond Business



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著者:John Browne

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Once a lacklustre organisation, BP became one of the world's biggest, most successful, and most admired companies in the new millennium. John Browne, the company's CEO for 12 years, invented the oil 'supermajor' and led the way on issues such as climate change, human rights and transparency. In *Beyond Business*, Browne brings to life what he learnt about leadership in a tough industry. His story encompasses the insights gained as he transformed a national company, challenged an entire industry, and prompted political and business leaders to change. He takes us across the world on adventures that include going toe-to-toe with both tyrants and elected leaders, and involve engineering feats which in many ways rival those of going to the moon. And he shares his views on the true purpose of business and the leadership needed to tackle the grand challenges of our era. It is also a story of failure and human frailty as Browne reveals how his private and public lives collided at frightening speed in full view of the world, prompting his abrupt resignation as CEO of BP. A rich memoir, *Beyond Business* is a must for anyone searching for a refreshing, inspirational and human view of business and leadership.

作者介绍:

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标签

传记

评论

居然还没标注。马克一下。

信息多，对行业的洞察少。公司CEO果然可以通过不断收购来建立影响力。行业还是推崇大就是牛

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书评

When it first caught my eyes on FT book review, I knew the book was a must-read for me. Regarded as one of the most influential people in the oil & gas industry as CEO of BP, his autobiography should be worth reading. So I waited for a couple of weeks for i...

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