



What the CEO Wants You to Know : How Your Company Really Works

Ram Charan

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The universal laws of business success . . . no matter whether you are selling fruit from a stand or running a Fortune 500 company.

Have you ever noticed that the business savvy of the world's best CEOs seems like a kind of street smarts? They sense where the opportunities are and how to take advantage of them. And their companies make money consistently, year after year.

How different is it to run a big company than to sell fruit from a cart or run a small shop in a village? In essence, not very, according to Ram Charan. From his childhood in India, where he worked in his family's shoe shop, to his education at Harvard Business School and his daily work advising many of the world's best CEOs, Ram understands business as few can.

The best CEOs have a knack for bringing the most complex business down to the fundamentals -- the same fundamentals of the family shoe shop. They have business acumen -- the ability to focus on the basics and make money for the company.

What the CEO Wants You to Know captures these insights and explains in clear, simple language how to do what great CEOs do instinctively and persistently:

- * Understand the basic building blocks of a business and use them to figure out how your company makes money and operates as a total business.

- * Decide what to do, despite the clutter of day-to-day business and the complexity of the real world.

Many people spend more than a hundred thousand dollars on an MBA without learning to pull these pieces of the puzzle together. Many others lack a formal business education and feel shut out from the executive suite. **What the CEO Wants You to Know** takes the mystery out of business and shows the secrets of success used by business legends like Jack Welch of GE.



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Thomas Major:

In this age globalization it is important to someone to receive information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you personally is What the CEO Wants You to Know : How Your Company Really Works this e-book consist a lot of the information with the condition of this world now. This specific book was represented how does the world has grown up. The words styles that writer use for explain it is easy to understand. The writer made some exploration when he makes this book. That is why this book suitable all of you.

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