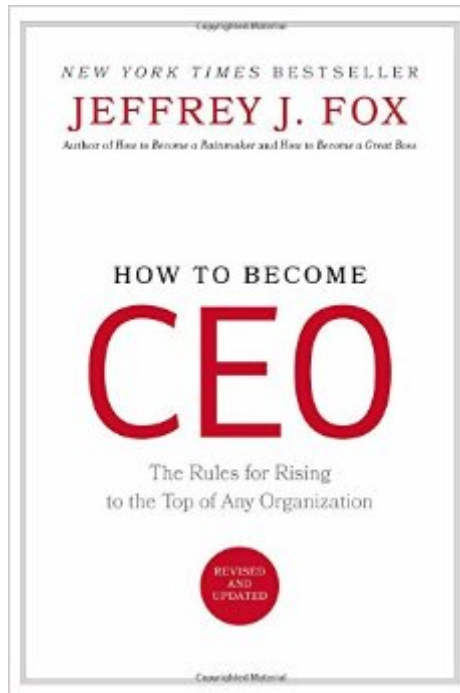


The book was found

How To Become CEO: The Rules For Rising To The Top Of Any Organization



Synopsis

Now Updated and with New Success Tips for Everyone, at Any Level! Vision, persistence, integrity, and respect for everyone in the workplace--these are all qualities of successful leaders. But Jeffrey J. Fox, the founder of a marketing consulting company, also gives these tips: never write a nasty memo, skip all office parties, and overpay your people. These are a few of his key ways to climb the corporate ladder.

Book Information

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Customer Reviews

I had a hard time rating this book. I gave it a 5 for its dedication to Leigh Knowles, deceased chairman of Beaulieu Vineyards, a truly terrific guy and CEO. I gave it a 1 for having a misleading title. The book has little to do with becoming CEO. I gave it a 4 for generally useful advice about workplace do's and don'ts. I gave it an 7 for marketing. I rounded that to a 4. Decide for yourself what rating to give this book. I write an article for Chief Executive Magazine each year about the best practices of the most successful CEOs. As part of this work, I have met and interviewed hundreds of the most envied corporate leaders. The subject of how each became CEO and what the lessons are usually comes up. Based on their experiences, you would write a substantially different list than Mr. Fox has provided. Key elements would include learning to do important tasks that the company needs done that no one else is doing; having a great relationship with shareholders and the board of directors; having massive integrity that is frequently demonstrated to others; making and keeping your promises; and establishing an environment in which other people perform very effectively.

There's a lot more. If you are interested in more, read my article in the May 1999 issue on The Helpful Habits of the CEO... -- click on the leadership file folder to find the article). The second problem with this book is that Mr. Fox acknowledges that most CEOs in companies get their jobs by either starting or buying the company. He then goes on to provide no direct advice on how to do either one. The third problem with the book is that it provides general advice rather than specific advice about you and your own organization.

This little book presents seventy-five lessons, or rules, for career success. The vast majority of the rules consists of short musings on people skills. Like most books giving advice on business and career success, the concepts are easily understood, but as always, are difficult to implement. Nonetheless, this guide to becoming the CEO offers a few precious nuggets of wisdom that anyone could use whether or not they have designs on becoming the Big Cheese or sitting in the top spot of any organization. Several of the rules have relevance far beyond the boardroom. For example, Lesson 27- Don't Hide an Elephant- which deals with the impulse to ignore a festering and looming problem, sounds a lot like what the United States Congress (and more than a few presidential administrations) does on a routine basis. Other rules, such as Lesson 7- Never Write a Nasty Memo- can have painful personal relevance. I have committed the sin of violating this rule, with disastrous consequences. Please, whatever you do, don't break this rule. From a business standpoint, I believe that lessons two, three and four, which deal with customers, are the most relevant. These three rules should remind you that if you have no customers, then you have no business being in business. From a personal career advancement standpoint, the best lessons are Rules 40, 43, and 45, which remind us to listen, do our homework well if we want to be paid well, and most important, to communicate clearly and effectively by speaking and writing in plain English. Managers and executives of all stripes should memorize Lessons 55 and 63 by heart, and live them every day at work.

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