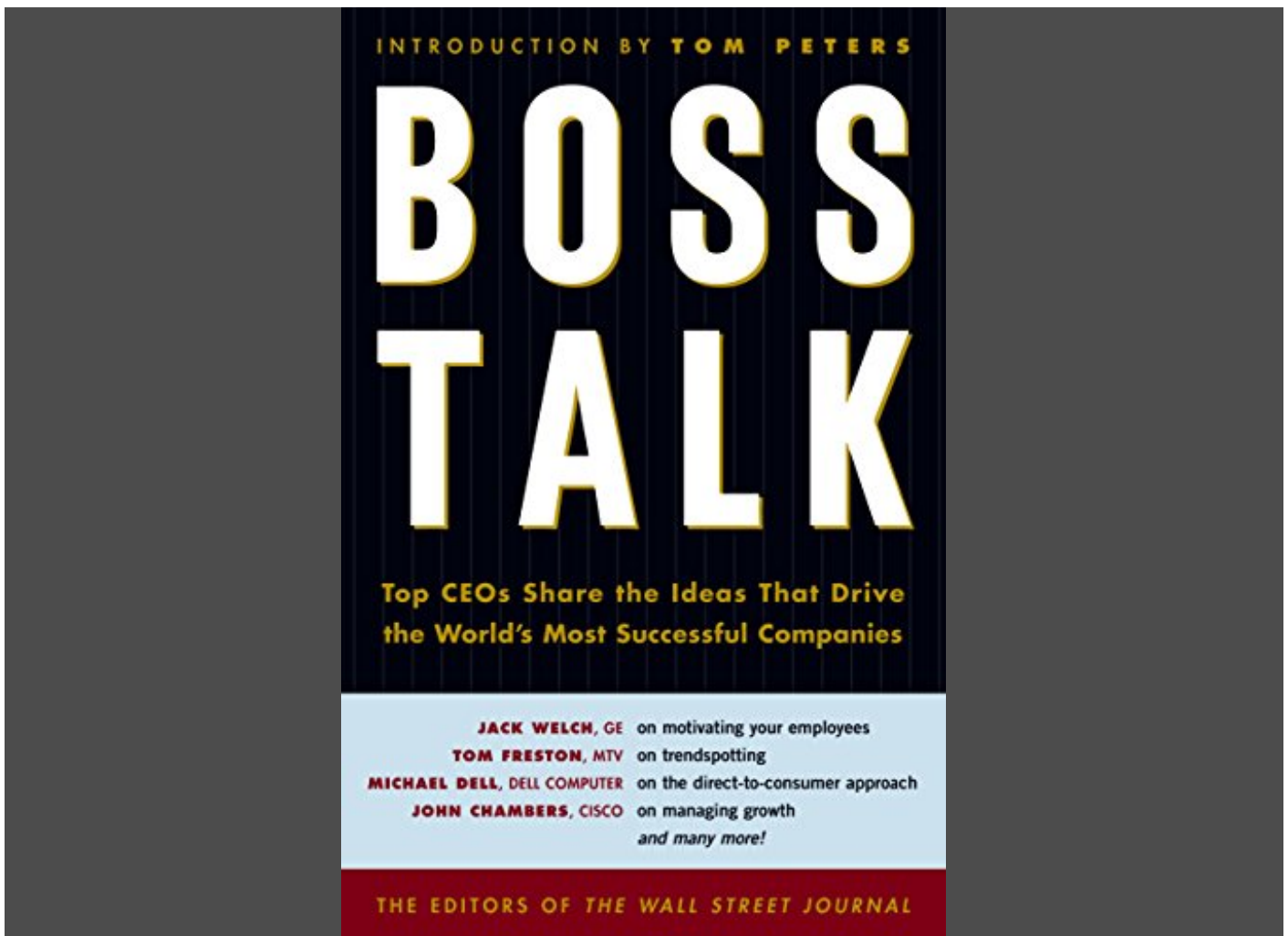


PDF | Boss Talk: Top CEOs Share the Ideas That Drive the World's Most Successful Companies

by Wall Street Journal



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Timeless and effective business lessons from twenty-one top CEOs

Every business leader—from manager to entrepreneur—wants to know the ideas that motivate and inspire the world’s most successful CEOs. *Boss Talk* presents twenty-one CEOs who give expert advice on issues important to today’s businessperson. The topics include:

- Motivating Your Employees
- Managing Growth
- Building a Brand
- Learning from the New Economy
- Trendspotting
- Beating the Competition
- Leading a Successful Turnaround or Transition

Here’s what some bosses are talking about:

“You have to get rewarded in the soul and in the wallet. The money isn’t enough, but a plaque isn’t enough either.”
—Jack Welch, General Electric Co.

“Lead by example. If you do that as CEO, your style will filter down through your team.”

—John Chambers, Cisco Systems

“We do a lot of quantitative stuff. But coupled with that is having an employee staff and culture that is inherently interested in what we do.”

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“Surround yourself with people you trust. You can’t run a business over a certain size and sign off on everything.”

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