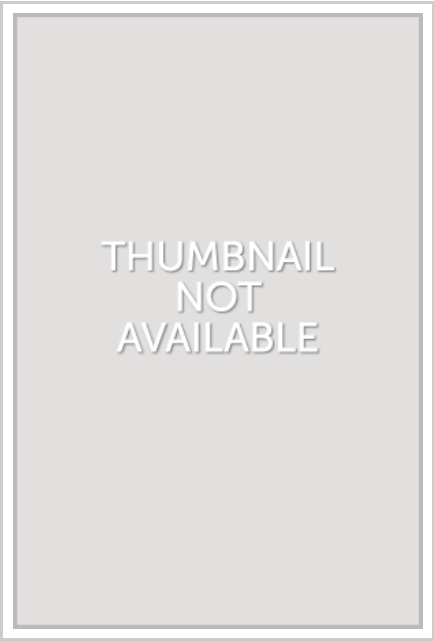


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Lasting Lessons from the Corner Office: Essential Wisdom from the Twentieth Centurys Greatest Entrepreneurs

By Todd G. Buchholz

HarperBusiness. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 7.8in. x 5.2in. x 0.9in.Lasting Lessons from the Corner Office uncovers the secrets behind the success of the great CEOs through their lives and personal stories. Why did Ray Krocs plan for McDonalds thrive when all the other burger joints failed How can we apply his lessons to Krispy Kreme How did Walt Disneys most dismal day as a young cartoonist radically change his career direction We learn about their biggest challenges and failures, and how they successfully rode the waves of demographic and technological change. When Este Lauder was a child in Queens, New York, the average American spent 8 a year on toiletries. How did she spot an opportunity in high-priced cosmetics Why did she pound on the doors of Saks How did Thomas Watson, Jr. , decide to roll the dice and put all of IBMs chips on computing, when his father thought it could be a losing ideaLasting Lessons from the Corner Office not only fascinates with the personal lives of these CEOs, it shows how we can transfer their ideas today to the triumphs and struggles of Sony, Dell, Costco, Carnival Cruises, Time Warner, and numerous...

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