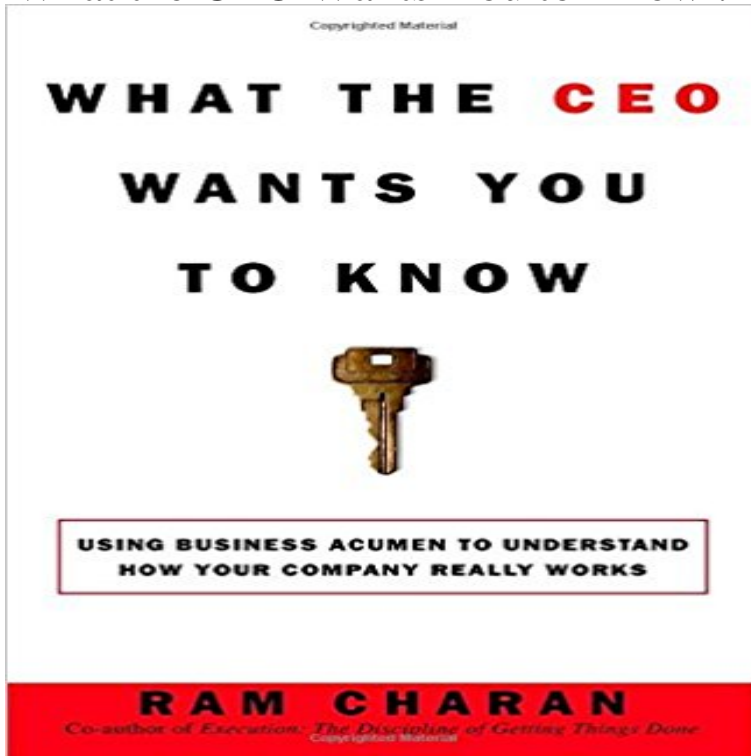


# What the CEO Wants You to Know : How Your Company Really Works



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 worlds 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 familys shoe shop, to his education at Harvard Business School and his daily work advising many of the worlds 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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