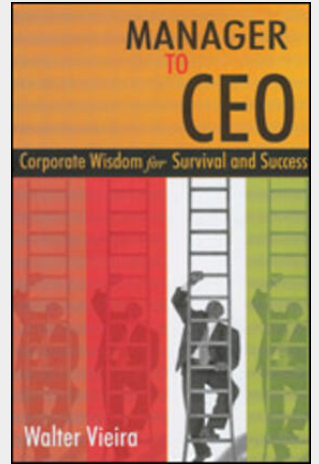


Vieira

Manager to CEO

Corporate Wisdom for Survival and Success

Manager to CEO is the intelligent manager's guide to understanding and surviving in the 'real' corporate environment. Designed to give professionals a comprehensive overview of the 21st century workplace, this book covers a wide range of issues that senior managers face in organizations as they go up the corporate ladder. Insightful, practical, yet thoughtful, this book provides a new perspective on progress, competition, change and many other work-life issues in a rapidly changing corporate environment. It gives unbiased and realistic recommendations, and sometimes a new slant, on issues such as power and politics, the dilemmas of a CEO, managing teams, hiring and retaining good people, creating and managing change, dealing with colleagues, bosses and subordinates, career advancement, and ethics, values and failure. Replete with real life stories, this book is a must read for senior managers, CEOs and anyone who wishes to understand the true nature of the corporate world.



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