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help simplify

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What the CEO Wants

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Subtitled " How Your Company Really Works ," this book is one of this prolific author's

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earliest books, yet it remains very relevant

today. It is part

“textbook,” explaining

business fundamentals

and the basics of

business finance, and

part advisory,

addressing how to put

sound ...

Book Summary:

"What the CEO

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by Ram ...

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Teaches the basic building blocks of a business and helps readers understand how their organization makes money and operates as a total

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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. From the Back Cover. "What the CEO Wants You to Know is a book that should be read by everyone—from the newest recruit to the most seasoned senior manager."

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