

<<Career Warfare: 10 R>>

图书基本信息

书名：<<Career Warfare: 10 Rules for Building Your Successful Brand on the Business Battlefield(职场战争)>>

13位ISBN编号：9780071462143

10位ISBN编号：0071462147

出版时间：2005-4

出版时间：McGraw-Hill Education - Europe

作者：D'Alessandro

页数：216

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<Career Warfare: 10 R>>

### 内容概要

From the best-selling author of "Brand Warfare" and outspoken former CEO of John Hancock David F. D'Alessandro, "Career Warfare" is a "how to succeed book" for the ambitious person interested in breaking out of the pack and climbing high up the corporate ladder. The premise is simple: It's hard to leave your peers behind and really excel. What sets the really successful players apart from those who never rise to the level of their ambitions is the character they reveal and the name they make for themselves with the people they meet in their working life. This book will offer concrete advice on building the kind of reputation that makes people want to take a chance on you. In D'Alessandro's trademark style, it will also talk frankly and humorously about the absurd nature of corporate life. And it will offer shrewd recommendations to help the sane persons survive the less-than-sane aspects of any organization - and eventually, take over the asylum. In the tradition of the best-selling, "What They Still Don't Teach You at Harvard Business School", D'Alessandro reveals the unwritten rules for reaching the top of any field. D'Alessandro reveals how business really works and speaks directly to any one in business - and provides savvy advice for every level. 'Sure you'll need accomplishments to get ahead. You'll need to work hard and be smart. But the competition is stiff. Brains, hard work, and accomplishments are just a minimum requirement. If you intend to succeed, the stuff your mother told you - work hard, be polite, dress neatly, is all helpful. But the biggest mistake you can make is to assume that the business world is rational, and success will proceed in a rational manner from your good performance reviews. Corporations are really just like vertical villages, driven by gossip, intrigue, and anecdote. More than anything else, your reputation determines whether you conquer the vertical village or are defeated by it. The name you make for yourself determines whether you become the mayor - or the village idiot'. From one of America's most prominent and respected CEO's, with a best-selling track record, "Career Warfare" provides object lessons on success for leaders at every level.

## <<Career Warfare: 10 R>>

### 书籍目录

Introduction  
Rule One : Try to Look Beyond Your Own Navel  
Rule Two : Like It or Not , Your Boss Is the Coauthor of Your Brand  
Rule Three : Put Your Boss on the Couch  
Rule Four : Learn、 which One Is the Pickle Fork  
Rule Five : Kenny Rogers IS Right  
Rule Six : It , S Mways Show Time  
Rule Seven : Make the Right Enemies  
Rule Eight : Try Not to Be Swallowed by the Bubble  
Rule Nine : The Higher You Flv . The More Yn  
" WILL Be Shot At  
Rule Ten : Everybody Coulda Been a Contender : Make Sure You Stay One  
Index

<<Career Warfare: 10 R>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>