



# **Boss Talk: Top CEO's Share the Ideas That Drive the World's Most Successful Companies**

*Wall Street Journal*

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Timeless and effective business lessons from twenty-one top CEOs

Every business leader—from manager to entrepreneur—wants to know the ideas that motivate and inspire the world's most successful CEOs. Boss Talk presents twenty-one CEOs who give expert advice on issues important to today's businessperson. The topics include:

- Motivating Your Employees
- Managing Growth
- Building a Brand
- Learning from the New Economy
- Trendspotting
- Beating the Competition
- Leading a Successful Turnaround or Transition

Here's what some bosses are talking about:

“You have to get rewarded in the soul and in the wallet. The money isn't enough, but a plaque isn't enough either.”

—Jack Welch, General Electric Co.

“Lead by example. If you do that as CEO, your style will filter down through your team.”

—John Chambers, Cisco Systems

“We do a lot of quantitative stuff. But coupled with that is having an employee staff and culture that is inherently interested in what we do.”

—Tom Freston, MTV Networks

“Surround yourself with people you trust. You can't run a business over a certain size and sign off on everything.”

—Emily Woods, J.Crew

*From the Trade Paperback edition.*

## **Boss Talk: Top CEO's Share the Ideas That Drive the World's Most Successful Companies Details**

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# **From Reader Review Boss Talk: Top CEO's Share the Ideas That Drive the World's Most Successful Companies for online ebook**

**Jacob O'connor says**

Boss Talk was better than it had any right to be. Very tight and focused with some genuinely good advice.

Notes

- (1) Focus on the basics of people and customers and service and innovation (6)
  - (2) We are how we spend our time (13)
  - (3) Goals are less important than knowing their not at a dead end (20)
  - (4) Personal note: funny how simply reading business literature is invigorating for the workplace
  - (5) Never do something to a competitor that you would have a problem if they did it to you. (32)
  - (6) The danger of a wish for harmony (43)
  - (7) It's better to move fast and make mistakes occasionally than to move too slowly (wow) (43)
  - (8) Be honest (43)
  - (9) No medium has ever replaced another (provocative!) (70)
  - (10) Just doing what your competitor does is probably your biggest opportunity to lose money (111)
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