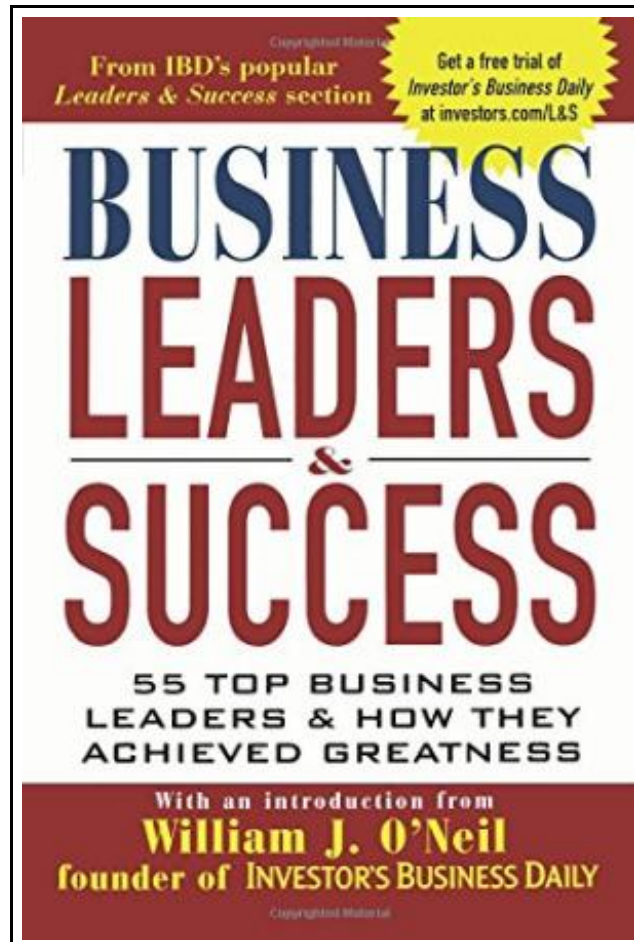


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BUSINESS LEADERS AND SUCCESS: 55 TOP BUSINESS LEADERS AND HOW THEY ACHIEVED GREATNESS



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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Business Leaders and Success: 55 Top Business Leaders and How They Achieved Greatness, Investor's Business Daily, Discover what it takes to become a global business leader and the success secrets you can use on your own road to the top. Look behind every breakthrough business success and you'll find personal stories of individuals persevering against monumental odds. "Profiles in Business Success" provides a revealing examination of 55 such stories and shows what it really takes to succeed in business. Covering a wide range of industry leaders, this behind-the-scenes book details: how Oprah Winfrey became a billionaire media mogul by refusing to settle for 'good enough'; how Gap CEO Mickey Drexler built a \$9 billion-a-year retail business by ignoring self-pronounced experts to heed the advice of 12-year-olds; and, how Walt Disney changed the face of entertainment by paying attention to everything except making money. What made Nike cofounder Bill Bowerman push forward when shoe companies badly rejected his revolutionary sneaker design? How did eBay founder Pierre Omidyar see what everyone else missed? "Business Leaders & Success" answers these questions and more as it examines how 55 innovators reached the pinnacle of success in the competitive business arena. "Investor's Business Daily" provides critical, no-nonsense finance and investing information to nearly a million readers every day. Known for its innovative approach and straightforward analysis, it's one of today's most essential tools for empowering individual and institutional investors.

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