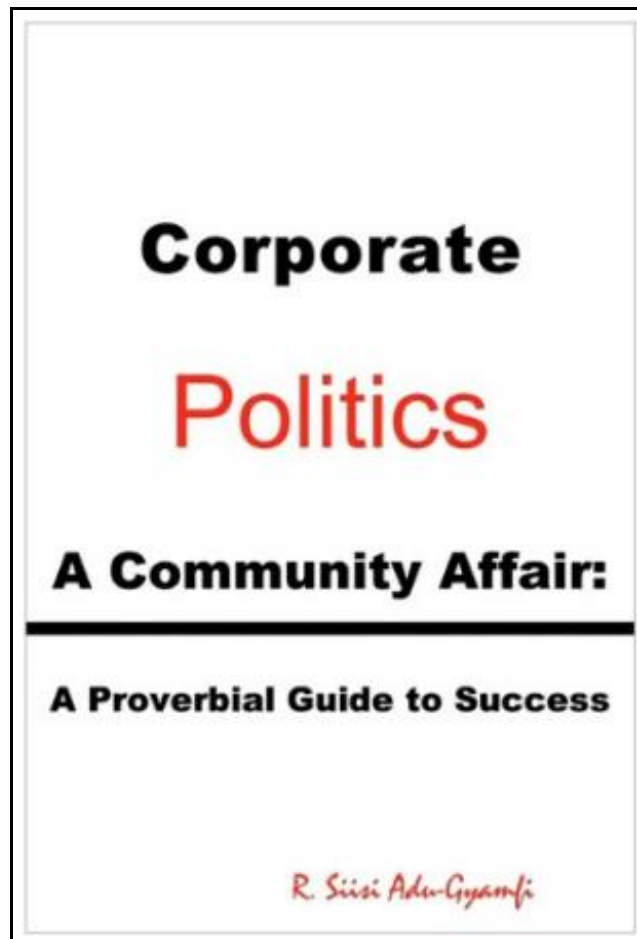


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Dog Ear Publishing, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What does it take to succeed in the corporate world? Is it by chance? Is it based on your IQ? What exactly does it take to climb the infamous corporate ladder? These questions are not easily answered because of the inherent politics in corporations. The bad news about corporate politics is that it is real and unavoidable. There are no written rules; hence, it is not widely understood. The good news is that corporate political skills are learned skills. This book reveals how several successful executives managed to excel when faced with difficult corporate challenges. This book takes the unique approach of explaining key success concepts through the use of actual case stories, vignettes and proverbs. You will learn what is referred to as the 8 C s for Corporate Success: You will discern that being Competent and Credible are not enough. Why having Core Values can save more than just your job. How having Charisma and Champions can propel you into the fast lane. How a Challenge can offer you new opportunities. Why your Community plays such an important role in your advancement. How your Communication skills can define your destiny. Individuals can renew, jump start or begin their career by using these leadership methods and tools. This book helps you to define who you are, where you are, where you want to go, and the path you need to get there. R. Siisi Adu-Gyamfi speaks regularly at conferences, universities and companies on the subject of global growth, value based marketing, strategies and negotiations. He has been a corporate officer at several Fortune 500 companies. He is co-author of Inside the Mind: CMO Leadership Strategies. A...



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