

## What The Ceo Wants You To Know

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what the ceo wants you to know takes the mystery out of business and shows you the secrets of success have you ever noticed that the business savvy of the world's best ceos seems like a kind of street smarts they sense where the opportunities are and how to take advantage of them and their companies make money consistently year after year how different is it to run a big company than to sell fruit from a cart or run a small shop in a village in essence not very according to ram charan from his childhood in india where he worked in his family's shoe shop to his education at harvard business school and his daily work advising many of the world's best ceos ram understands business as few can the best ceos have a knack for bringing the most complex business down to the fundamentals the same fundamentals that are used to run the family shoe shop and they have business acumen the ability to focus on the basics and make money for the company what the ceo wants you to know captures these insights and explains in clear simple language how to do what great ceos do instinctively and persistently understand the basic building blocks of a business and use them to figure out how your company makes money and operates as a total business decide what to do despite the clutter of day to day business and the complexity of the real world many people spend more than a hundred thousand dollars on an mba without learning to pull these pieces of the puzzle together many others lack a formal business education and feel shut out from the executive suite what the ceo wants you to know provides you with the universal laws of business success no matter whether you are selling fruit from a stand or running a fortune 500 company

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the classic on the universal laws of business success completely revised and updated for today's leaders completely rewritten for today's business world what the ceo wants you to know expanded and updated written by bestselling author ram charan describes the fundamentals behind every business from street vendors in mumbai to fortune 500 companies drawing on stories from uber amazon apple toyota netflix lyft the limited walmart ge and starbucks charan in the most accessible language imaginable explains the ins and outs of how companies work from gross revenue and operating costs to inventory and cash flow from turnover profits and margins to return on capital and accounts payable and receivable from product quality to sales a classic in the business literature with hundreds of thousands of copies in print this short and engaging book is like a miniature mba course between covers for everyone who wants to master and understand the levers that drive a successful business what the ceo wants you to know is the perfect answer

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