

The Outsiders Eight Unconventional Ceos And Their Radically Rational Blueprint For Success

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it s time to redefine the ceo success story meet eight iconoclastic leaders who helmed firms where returns on average outperformed the s p 500 by more than 20
times

our summary is short simple and pragmatic it allows you to have the essential ideas of a big book in less than 30 minutes as you read this summary you ll learn about eight executives who have enabled their companies to generate exceptional returns for their shareholders you will also discover the landmark decisions these leaders made to transform their companies the commonalities in their visions and methods the skills that shareholders expect from executives in terms of value creation the importance of being surrounded by people you can trust how effective management can distance itself from the demands of market players from an economic point of view the raison d être of a company is the creation of value the role of the manager is therefore fundamental and many investors are interested in his skills to judge the potential value of a company the outsiders presented here are not always leaders known to the general public but they have nevertheless been at the head of companies that have achieved exceptional results their backgrounds and methods demonstrate the importance of executive decision making how did the outsiders manage to build companies that outperformed the market and their peers buy now the summary of this book for the modest price of a cup of coffee

powerful lessons in forward thinking leadership from the global business pioneer who turned idg into a 3 billion technology media and venture capital empirelike steve jobs patrick mcgovern created a worldwide multibillion dollar industry by thinking differently disrupting old business models and embracing new global trends he drove the future forward and never looked back his company international data group idg quickly became a global powerhouse with information technology publications in markets around the world idg broke new ground in the 1980s by opening offices in china the soviet union eastern europe and other markets deemed off limits idg thrived across a series of technology and media industry shifts from mainframe computers to minicomputers to personal computers from print to digital and through into the age of the internet and smartphones that upended many rivals living at the intersection of these classic disruptions mcgovern never missed a beat and he understood well before most that a revolution in information technology was underway and not only was there money to be made but that this business would soon become the world s largest industry his leadership in the creation of one of the world s leading brain research institutes at mit only served to cement his legacy his bold vision and fearless risk taking made mcgovern a legend among leaders in today s ever changing global marketplace his leadership lessons are more timely and important than ever in future forward leaders will find 10 essential lessons that can be easily applied to any business

from small startups to giant corporations these include let s try it encourage entrepreneurial behavior and back it up with serious commitment decentralize when building a global empire every market is local love your employees adore your customers leaders at every level will discover outside the box approaches to employee engagement entrepreneurial commitment and radical innovation these are the lessons of a true visionary this is how successful leaders take risks take charge and take the future by storm

the author looks at a number of ironclad management stereotypes and offers innovative perspectives and recommendations for achieving maximum managerial effectiveness by ignoring or altering traditional conventions

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