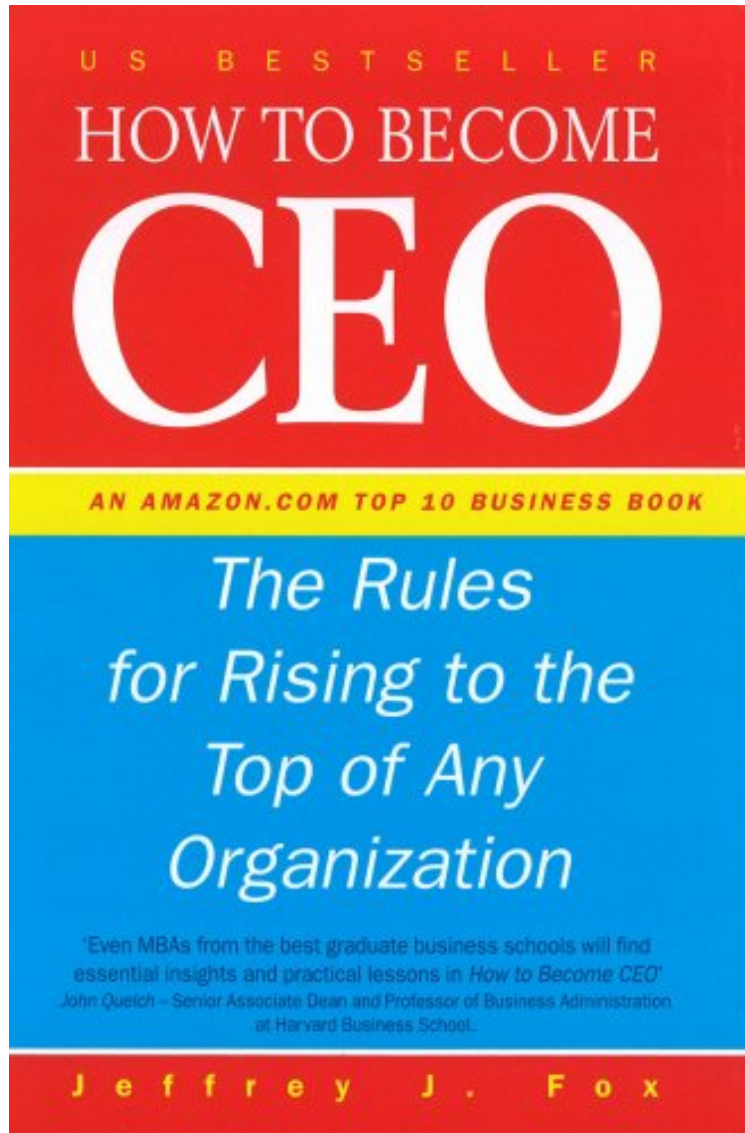


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How to Become CEO: The Rules for Rising to the Top of Any Organisation

Jeffrey J. Fox

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In *How to Become CEO*, consultant Jeffrey Fox has written an insightful book of traits to develop for aspiring CEOs, or for anyone who wants to get ahead in business. Open this book to any page and find a short, provocative piece of brutally honest advice written in a conversational tone. Each of the seventy-five 'rules' focuses on a specific action that should be taken, a trait that needs to be developed, or things to avoid. The words never and always are used frequently. These are smart, no-nonsense business messages that are meant to be revisited in your rise to the top. This is a book of hard-headed idealism that will empower you to develop leadership qualities: vision, persistence, integrity, and respect for superiors, subordinates, peers, and self. Anyone looking to climb the corporate ladder will be grateful for Fox's direct, pithy advice - the essentials to follow if you want to reach the top.

About the AuthorJeffrey J Fox is the bestselling author of *How to Become CEO*, and *How to Be a Rainmaker*. He is a Harvard MBA graduate and founder of Fox and Co. Inc a premier marketing consulting company in Connecticut. Fox is the subject of Harvard case study that is rated one of the top 100 case studies, and is thought to be one of the most widely taught marketing case studies in the world.