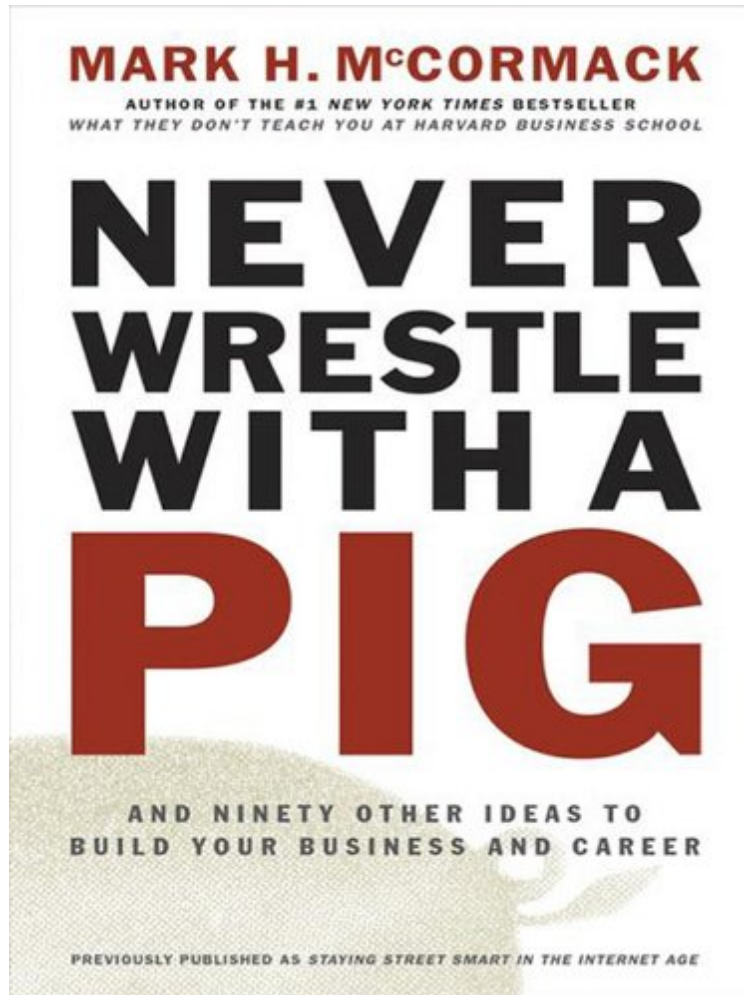


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Mark H. McCormack

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buying it. 70 - 80% of the recommendations here are focused on the career side of improvement. Much of the recommendations are, as one reviewer posted, common sense, and certainly these have nearly all been covered by other books. There are a few that are well-done and that I've certainly not seen before: * Not every budget deserves your respect* Shrink your world into a small town* A "heads-up" has consequences too* Your job is just another project And a handful of others. I'm not convinced the book is worth the money at an individual level; check it out from your local library first. If you find yourself taking 2+ pages of notes and you're only one-third of the way through the book, then go and buy it yourself. J. Avellanet, Co-Founder of Cerulean Associates LLC 0 of 0 people found the following review helpful. Difficult to stay interested By Randy I was a little disappointed by the book. I read it on the Kindle app and that makes it difficult to take notes, but what was more difficult was getting through the book. It simply wasn't a "page turner."

Drawing upon forty years of experience from his own sports and celebrity management practice, Mark H. McCormack is back with common-sense advice aimed at business owners and would-be CEOs. McCormack's tips include: End your day on time People who say they can keep a secret usually can't It pays to overestimate your competition The best ideas cannot be stolen Know when to say "It's none of your business" Get paid for thinking rather than doing Time in front of the customer is the best time of all Be wary of unanimous agreement Not every budget deserves your respect Learn the art of picking up the check In ninety brief chapters that range in topic from getting ahead to staying competitive, McCormack makes clear that doing business in today's climate still involves the same basic elements of human interaction—intelligence, creativity, and efficiency—that have always meant the difference between success and failure.

About the Author Mark H. McCormack is the founder and CEO of International Management Group (IMG), the world's dominant sports marketing organization, whose clients include Tiger Woods, Derek Jeter, Venus and Serena Williams, and Arnold Palmer. From AudioFile Starting with What They Don't Teach You at Harvard Business School, McCormack has produced a steady stream of exceptional business advice on audio. Though I prefer the author's own voice, David Ackroyd does well with the material, which is rich in common sense. It's about how to function in a large business enterprise: how to get ahead, grow your skills, get recognized, handle difficult people. McCormack also describes judgment calls you can only learn in the school of hard knocks. In every way, this is an exceptional resource, highly understandable, without guile, compactly written, and loaded with fascinating examples from the author's brilliant career as head of a sports marketing company. An indispensable guide for people at all levels of experience. T.W. copy; AudioFile 2002, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine