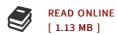




## The Three C.E.O. Checklists: A Leadership Process That Actually Works (Paperback)

By Ra Broaddus

iUniverse, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book
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Within a company, everything gets done-or doesn t get done- because of the procedures set in place
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process guarantees success. But finding that perfect equation is often difficult-until now. Drawing
on his extensive experience as business advisor to successful C.E.O.s, Ra Broaddus outlines the
highly effective principles behind good leadership in The Three C.E.O. Checklists. The three
components central to good management are C.E.O. disciplines and skills, organizational structure,
and operating processes. Broaddus explains key elements of each and how they work together to
produce a quality leader. They include: \* Focus \* Credibility \* Communication \* Values and culture \*
Planning \* Financial reporting \* Business development \* Human resource management A must read
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