



# The CEO's Playbook

*Ron Rhody*

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## **The CEO's Playbook** Ron Rhody

A concise guidebook for managers and executives on how to successfully handle the outside forces that shape success: the news media, government, activists and special interest groups, shareholders and employees -- with special emphasis on crisis management and damage control, establishing the right persona, the uses of spin, why public opinion doesn't count, and doing the right thing. Tightly written, Charles Schwab, chairman and CEO of the Charles Schwab Corporation says of it, "A first rate and must have guide for senior executives. Thoughtful, authoritative, and highly readable." Robert L. Woodrum, Managing Director of Korn-Ferry International says, "a very strong and much needed book. Managers on their way to the top and those already there will find this a very helpful guide." Says Gary Simpson, Vice President of Varian Associates, "Should be on the required reading list for every one of our graduate schools of business, as well as for any senior level manager who believes he or she has a shot at the executive suite."

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