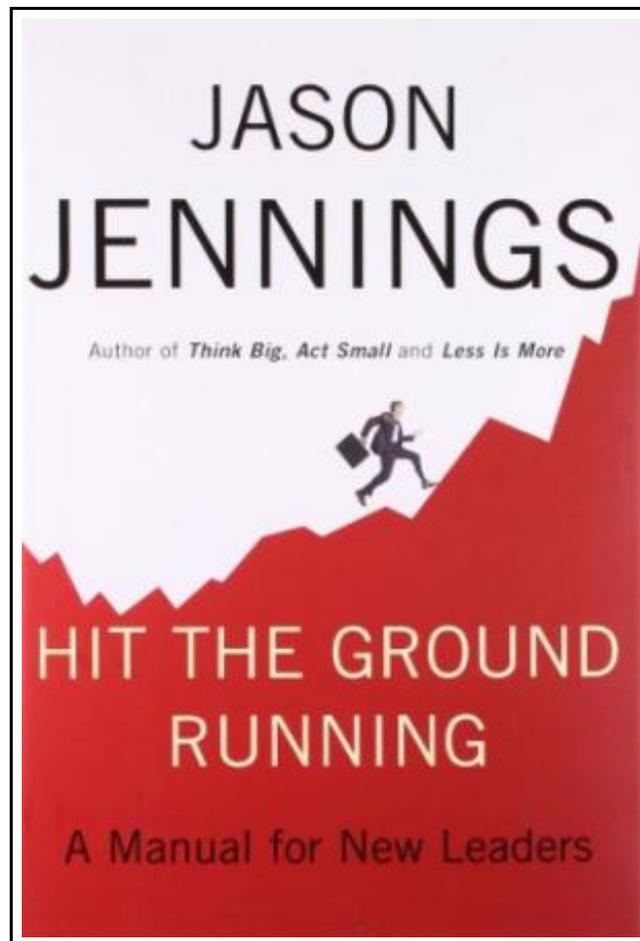


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Penguin Putnam Inc, United States, 2009. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. Want to compete with the best of the best? Then hit the ground running. Here s how. The toughest job in business is taking over as a new leader. You have to quickly assess the situation, pull together a strong team, decide on a strategy, and inspire everyone to execute it. The stakes for new leaders are even higher. Whether you've been brought on to fix something that s broken, launch a product, move the company in a new direction, or head up a division, every new leader is under the gun to get up to speed and begin producing strong numbers? ASAP. In Hit the Ground Running, Jason Jennings introduces us to America s best performing new CEOs who pulled off the most impressive transformations of the decade. They doubled revenues, more than tripled earnings per share, and doubled their company s net profit margins. After interviewing and analyzing the stories of these top leaders, Jennings delivers their hard- earned, battle-tested strategies, which will inspire any new leader to take the helm and start delivering. When Richard and Tim Smucker were appointed co-CEOs of The J. M. Smucker Company, they shared their strategy with everyone and got them on board with their mission. Since then, Smucker s went on to dominate the markets and bring in billions of dollars of new business. Mike McCallister, the CEO of a twenty-billion-dollar health-services giant, decided to stop pretending and publicly admit that health insurance is broken. Humana began to replace a crippled, complex, and confusing system with one that works and has more than tripled revenues, earnings, and share price since McCallister took over. By processing change in bite-size pieces, Jeffrey Lorberbaum...



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