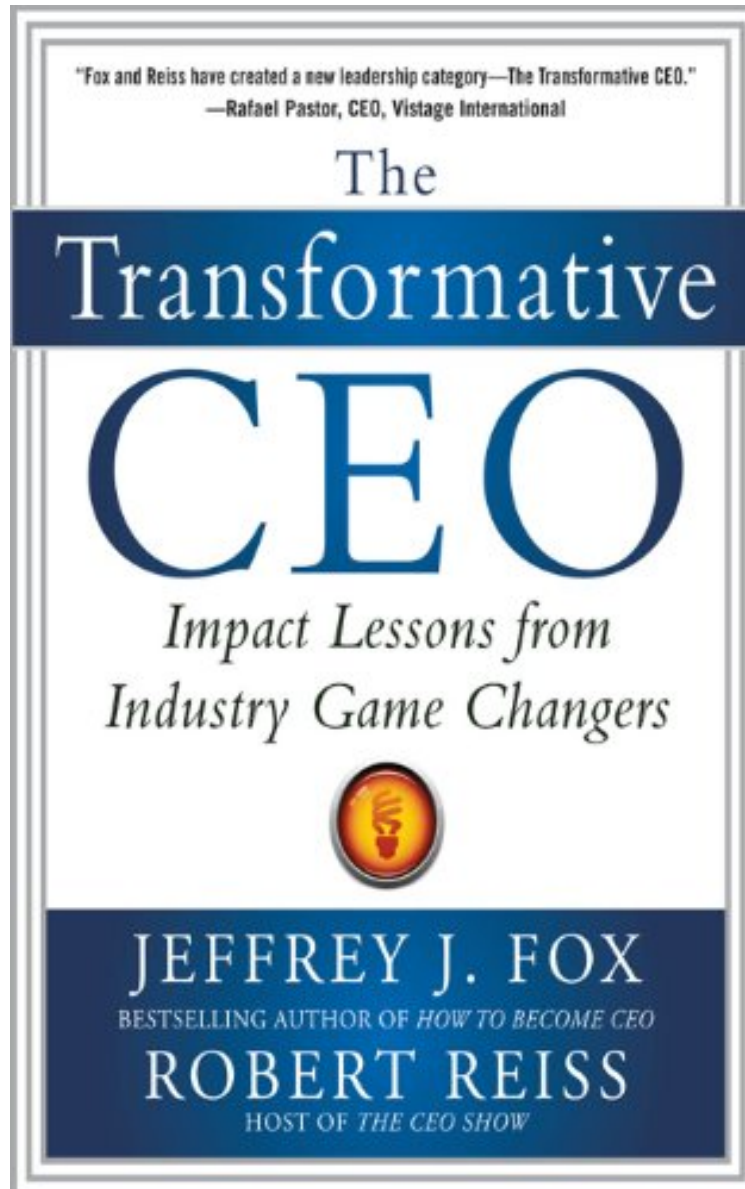


The Transformative CEO: IMPACT LESSONS FROM INDUSTRY GAME CHANGERS

Jeffrey J. Fox, Robert Reiss

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Leadership Lessons from the World's Greatest CEOs
Fox and Reiss have created a new leadership category: The Transformative CEO. Rafael Pastor, CEO, Vistage International Bestselling author Jeffrey Fox literally wrote the book on How to Become CEO, and radio talk show host Robert Reiss has explored strategy with some of the world's biggest business legends. Now, in The Transformative CEO, they have identified the key traits and characteristics that describe this remarkable type of leader. Filled with fascinating insights from superstar CEOs, this one-of-a-kind guide puts you right on the front lines with the men and women who have transformed businesses with spectacular success. You'll learn how to: Turn around a company (Marvel Entertainment) Build superior customer service (Zappos) Think big and go global (MTV International) Perform while transforming (UPS) Have a higher purpose (ING DIRECT) Innovate and make everything better (Egland's Best) You'll learn how CEOs think and act in good times and bad; and you'll get a front-row seat to some of the most profitable industry game changers of our time, including ATT Mobility, Danaher Corp. and many others. The Transformative CEO provides a new definition of leadership. Jeffrey J. Fox and Robert Reiss show how anyone can become a transformative leader. Find out how: HOME DEPOT cofounder and CEO Bernie Marcus built a new model of retail culture for customers; from the ground up. 1-800-FLOWERS.COM founder and CEO Jim McCann turned the 800 number into a brand; and delivered record profits and growth. PAUL MITCHELL SYSTEMS founder John Paul DeJoria higher purposes first; success unshared is failure. BLACK ENTERTAINMENT TELEVISION (BET) CEO Robert L. Johnson founded a television network; and transformed television. CAMPBELL SOUP CEO Douglas Conant warmed up employee morale; and made its business hot again.