

What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive

Mark H. McCormack

audiobook / *ebooks / Download PDF / ePub / DOC

MARK H. McCORMACK

What They DON'T Teach You at Harvard Business School

Notes from a
Street-Smart Executive

More than
one million
copies sold!

WITH A NEW FOREWORD BY ARIEL EMANUEL
AND PATRICK WHITESELL

DOWNLOAD



READ ONLINE

#65116 in eBooks 2016-02-17 2016-02-17 File Name: B01AQO160C | File size: 77.Mb

Mark H. McCormack : What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive before purchasing it in order to gage whether or not it would be worth my time, and all praised What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive:

0 of 0 people found the following review helpful. full of useful anecdotes and just overallBy CustomerRead this a decade ago, lost my hard cover book, and bought it on Kindle again this week. Despited some dated references (typewriters and such), it's still incredibly insightful, full of useful anecdotes and just overall, excellently written ... it's

recommended reading for every manager or business owner. A classic. 1 of 1 people found the following review helpful. Five Stars
By Brendan L. Great book on wisdom in doing business with others. A must for anyone that owns their own business. 0 of 0 people found the following review helpful. Brilliant, full of wisdom and practical help points - ...
By Customer Brilliant, full of wisdom and practical help points - do not read it if you plan to go to Harvard Business School

#1 NATIONAL BESTSELLER
Featuring a new foreword by Ari Emanuel and Patrick Whitesell
Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries.
To this day, McCormack's business classic remains a must-read for executives and managers at every level, featuring straight-talking advice you'll never hear in business school. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on:
the secret life of a deal
management philosophies that don't work (and one that does)
the key to running a meeting—and how to attend one
the positive use of negative reinforcement
proven ways to observe aggressively and take the edge
and much more
Praise for What They Don't Teach You at Harvard Business School
"Incisive, intelligent, and witty, What They Don't Teach You at Harvard Business School is a sure winner—like the author himself. Reading it has taught me a lot."
—Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox
"Clear, concise, and informative. . . Like a good mentor, this book will be a valuable aid throughout your business career."
—Herbert J. Siegel, chairman, Chris-Craft Industries, Inc.
"Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well."
—Arnold Palmer
"There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport."
—Frank Deford, senior contributing writer, Sports Illustrated

Mark McCormack's Book Is A Revelation."-- Robert A. Anderson, Chairman Rockwell International
From the Inside Flap
"Business demands innovation. There is a constant need to feel around the fringes, to test the edges, but business schools, out of necessity, are condemned to teach the past."
-- Mark H. McCormack, from "What They Don't Teach You at Harvard Business School" published by Bantam Books.
Mark McCormack is the founder of International Management Group, a multimillion-dollar, worldwide corporation that is a consultant to fifty Fortune 500 companies, a major producer of television programming and credited as the single most important influence in turning sports into big business.
Listen to McCormack as he tells you how to -- read people -- create the right first impression -- take the leading edge -- run and attend meetings -- the secrets of successful selling and moving up within the organization.
McCormack shares his experience, technique and wisdom, his street smart insights and skills, in a practical, how-to manner. Business will never be the same!
From the Back Cover
Mark McCormack's Book Is A Revelation."-- Robert A. Anderson, Chairman Rockwell International