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most seasoned senior
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basic driving forces to
diagnose how it is
working. Now, you can
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concise guide from
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who refers to the ability
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understanding of how the organization makes money. This program is especially helpful for employees in roles that typically don't deal daily with the financial aspects.

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these insights and explains in clear, simple language how to do what great CEOs do instinctively and persistently: Understand the basic building blocks of a business and use them to figure out how your company makes money and operates as a total business. ...

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know, he explores what he describes as the "basic building blocks of a business". Using comparisons from his family's shoe shop in India he deciphers the day-to-day necessities of a business in order to describe the essential information you can use to determine whether a business is successful.

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works?

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You to Know is a short
read that will help
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professionals—from the
C-suite to the mail
room—understand that
underneath it all,
business is basic, simple
and adheres to universal
fundamentals.

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How ...
What the CEO Wants
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these insights and
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language how to do
what great CEOs do
instinctively and
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Understand the basic
building blocks of a
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You to Know by Ram
Charan (ebook)

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of CEO you have, you may emphasize some of those roles and activities over others. A CFO who's more of a visionary may want you to be their truth teller to hold them accountable to the numbers, while a CEO who's more of an operator may value how you use your understanding of the business and the

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