

The Bottom Lines 2016: 52 Unforgettable Lessons in Leadership. This book benefits business people of all kinds: large corporations, midsize companies, small businesses, entrepreneurial startups, and nonprofits. They are at all levels: CEOs and other senior executives, leaders, managers, and individual contributors, and even board members. Their common interest is to improve their knowledge and skills in leadership and broad business subjects. They are interested in to-the-point brevity, clarity, examples, and easy-to-read writing with a touch of lightness. Author Tom Zender is a Professional CEO Mentor. He meets amazing leaders and others along the way, and learns valuable lessons in the process. And, throughout his business career has collected hundreds of business lessons from his own experiences. These teachings are brief and simple. Yet powerful. The Bottom Lines 2016: 52 Unforgettable Lessons in Leadership shares the best lessons Tom has learned from a wide audience of business leaders. Not laborious business material, this book is written in a conversational manner. This is business wisdom that is interesting to read and remember. Brevity counts. So does a touch of humor. You'll see. Tom's business path began with General Electric and Honeywell, crossed through midsize and startup companies, and landed as a professional CEO mentor and author. His leadership roles included CEO and senior VP, including a Fortune 500 corporation, and embraced every business function. Tom served on the boards of NASDAQ and Toronto Stock Exchange companies. The Bottom Lines 2016 includes hard, easy, unexpected, fun, and other lessons. Above all, they are practical for building better business. Proven stuff. Now, you can read and benefit from such penetrating lessons as: Leaders and bleeders: the art of building and killing businesses Infinite shades of gray: the new management mind The company bus: on it, under it, or off it Why high flying businesses stall in midair Simplifiers and complicators: leadership uncluttered From the Foreword: "I know you will find this book to be a source of inspiration, motivation and determination as you grow as a leader." – Don Henninger, former CEO & Publisher of the Phoenix Business Journal

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