



NOTHING PERSONAL, IT'S JUST BUSINESS...: A STREET SMART GUIDE FOR NEW MANAGERS AND CEO'S

Louis Gonzales

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Nothing Personal, It's Just Business is a primer for youth mangers and CEO's that cuts through the research and takes the reader through some basic principles that aren't taught in college. Dr. Lou, puts the reader within steps of the Florentine master, Machiavelli and the Godfathers and Tony Sopranos of today's corporate America. He presents his bada bing management theory in a humorous, easy-to-understand, mob-style language. In Nothing Personal, It's Just Business, Dr. Lou sifts out the real nuggets...the surprising truths that every young CEO must know one deals with the idiouts that are trying to get your corner window office or who are keeping from grabbing that illusive brass ring. This book is hilarious, practical, and chock full of common sense principles that will make people quake in fear when you walk in the room. That's right. It was your ambition and madness that brought you to this section of the bookstore. Clearly, it is your time. Celebrate it!

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