



The Business Zoo

Brad James

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Written by a senior executive, with experience as both a CFO and CEO in a wide range of organizations, including private firms, public companies and not-for-profits, The Business Zoo uses stories to illustrate important business and life concepts and provides key lessons learned from years of experience. These, both fun and informative, tales will help both people recently entering the working world or those with more experience and who are moving up. Content-wise this book is also about organizations and what makes them function, at times, well and ,at other times, makes them dysfunctional. It covers the overall critical areas of management from selling to systems, from boards to human resources. Along the way, you will also learn some critical personal skills that range from developing your moral compass, to mastering business dining, to dealing with management fraud and how to handle outside advisors be they lawyers, bankers or consultants. The book also explains the major events that impact and change all organizations such as international growth, planning, mergers and crisis management. Many chapters compare and contrast how smaller private firms and larger public companies deal with the same issues, using real life stories to help the reader relate. The book ends with the all-encompassing topic of leadership and culture, which either grow or destroy individuals and their organizations in a dog-eat-dog way. Along the way, various animals or creatures like wizards are used to help explain things. So take a read and maybe learn something about business and life through The Business Zoo!

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