



## The Education of an Accidental CEO: Lessons Learned from the Trailer Park to the Corner Office

By David Novak, John Boswell

Random House USA Inc. Paperback / softback. Book Condition: new. BRAND NEW, The Education of an Accidental CEO: Lessons Learned from the Trailer Park to the Corner Office, David Novak, John Boswell, David Novak--one of today's most engaging, unconventional, and successful business leaders--lived in thirty-two trailer parks in twenty-three states by the time he reached the seventh grade. He sold encyclopedias door to door, worked as a hotel night clerk, and took a job as a \$7,200-a-year advertising copywriter with the hopes of maybe one day becoming a creative director. Instead, he became head of the world's largest restaurant company at the ripe old age of forty-seven. While David never went to business school, he did learn from the greatest of teachers--experience--and plenty of other very smart people as well: Magic Johnson on the secret to teamwork, Warren Buffett on what he looks for in the companies he buys, John Wooden on ego, and Jack Welch on one thing he'd do over. Now he wants to share with you what he discovered about getting ahead and getting noticed; motivating people and turning businesses around; building winning teams and running a global company of nearly one million people; and always staying...



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