



The Transformative CEO: IMPACT LESSONS FROM INDUSTRY GAME CHANGERS

Jeffrey J. Fox, Robert Reiss

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Leadership Lessons from the World's Greatest CEOs

“Fox and Reiss have created a new leadership category—The Transformative CEO.”

—**Rafael Pastor, CEO, Vistage International**

Bestselling author Jeffrey Fox literally wrote the book on *How to Become CEO*, and radio talk show host Robert Reiss has explored strategy with some of the world's biggest business legends.

Now, in *The Transformative CEO*, they have identified the key traits and characteristics that describe this remarkable type of leader.

Filled with fascinating insights from superstar CEOs, this one-of-a-kind guide puts you right on the front lines with the men and women who have transformed businesses with spectacular success. You'll learn how to:

- **Turn around a company**

(Marvel Entertainment)

- **Build superior customer service**

(Zappos)

- **Think big and go global**

(MTV International)

- **Perform while transforming**

(UPS)

- **Have a higher purpose**

(ING DIRECT)

- **Innovate and make everything better**

(Eggland's Best)

You'll learn how CEOs think and act in good times and bad—and you'll get a front-row seat to some of the most profitable industry game changers of our time, including AT&T Mobility, Danaher Corp. and many others.

The Transformative CEO provides a new definition of leadership. Jeffrey J. Fox and Robert Reiss show how anyone can become a transformative leader.

Find out how:

HOME DEPOT cofounder and CEO Bernie Marcus *built a new model of retail culture for customers—from the ground up.*

1-800-FLOWERS.COM founder and CEO Jim McCann *turned the 800 number into a brand—and delivered record profits and growth.*

PAUL MITCHELL SYSTEMS founder John Paul DeJoria *higher purposes first—success unshared is failure.*

BLACK ENTERTAINMENT TELEVISION (BET) CEO Robert L. Johnson *founded a television network—and transformed television.*

CAMPBELL SOUP CEO Douglas Conant *warmed up employee morale—and made its business hot again.*

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