



## Start with the Answer: And Other Wisdom for Aspiring Leaders

By Bob Seelert

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Today, we rarely see the words business and wisdom in the same sentence. For Bob Seelert, chairman of Saatchi Saatchi, the two go hand-in-hand. At a time when our economic systems desperately need to energize people and produce leaders at all levels, Seelert brings us Start with the Answer. This collection of 94 real-life stories from Seelert's 40-year career as CEO of five companies in three different industries reveals transformative insights and practical instruction for anyone who wants to succeed as an executive, business leader, or entrepreneur. In this highly readable and down-to-earth book, Seelert outlines his strategies, practices, and principle-centered approach to decision-making and problem-solving. Even more important, he shares the wisdom he has gained through exposure to extraordinary people, events, and institutions. Based on his long and successful career, Seelert boils it all down to the eight dimensions of business life every leader must master in order to succeed - preparation, building and managing a career, business strategy, business operations, finance and economics, leadership, culture and communication, and personal spirit and style. As he explores these...



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