

It is easy to be overwhelmed by the sheer volume of business books flooding the market today. Even more daunting is the task of weeding through them to find the golden nugget of wisdom inside. Now David Noonan has simplified the process by providing this well-researched primer of the most essential advice from the greatest business books ever written. Further, in a clever melding of modern business sense and ancient wisdom, he has used the animal-based stories of Aesop as springboards to launch these 50 lessons. Both entertaining and informative, Aesop the CEO includes advice from well-known leaders such as Bill Gates, Sam Walton, Donald Trump, and Lee Iacocca. The short, easy-to-read vignettes cover every aspect of corporate life: negotiations, hiring and firing, mergers and acquisitions, marketing and sales, and day-to-day management.

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