

Integrity Is All You've Got - Karl Eller

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An advertising hall-of-famer and business legend reveals the secrets of his success Best known for conceiving the idea of outdoor advertising, Karl Eller embodies the spirit of American entrepreneurship at its finest. Integrity Is All Youve Got is the chronicle of a singular life in business and all its "chills, thrills, deals, risks, gambles, crash landings, and miraculous recoveries." Readers get: A first behind-the-scenes look at the life of a business legend Powerful lessons that managers and entrepreneurs can apply Eller's guiding principles for racking up successes and recovering from "crash landings" that center on the critical importance of integrity 'Author: Eller, Karl Publisher: McGraw-Hill Illustration: N Language: ENG Title: Integrity is All You've Got Pages: 00000 (Encrypted PDF) On Sale: 2005-03-21 SKU-13/ISBN: 9780071448789 Category: Business & Economics : Leadership Category: Business & Economics : Strategic Planning Category: Self-Help : Personal Growth - Success

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