

Table of Contents

INTRODUCTION.....	1
LESSON 1: The CEO Needs to Go.....	3
LESSON 2: Drop Dead — Dead Weight, That Is.....	9
LESSON 3: How to Fire an Underperformer.....	15
LESSON 4: Handle an Employee with an “Attitude”.....	19
LESSON 5: Silence That Nitpicker Once and for All.....	25
REVIEW: LESSONS 1–5.....	30
LESSON 6: Get the Boss to Shape Up.....	33
LESSON 7: Speak Up — It’s Only the Boss.....	39
LESSON 8: How to Manage Conflict.....	43
LESSON 9: Ask for That Promotion and Get It.....	49
LESSON 10: The Best Way to Say, I Quit.....	55
REVIEW: LESSONS 6–10.....	60
LESSON 11: Develop a Winning Ad Strategy.....	63
LESSON 12: Use Social Networking to Get Your Message Out....	69
LESSON 13: Avoid Legal Pitfalls.....	75
LESSON 14: Grow the Business Faster.....	81
LESSON 15: Heat Up Consumer Demand.....	85
REVIEW: LESSONS 11–15.....	90

LESSON 16: Blow the Whistle on That Crook.....	93
LESSON 17: Speak Up to That Dishonest Manufacturer....	99
LESSON 18: Speak Up to That Slipshod Supplier.....	105
LESSON 19: Recall a Faulty Product.....	111
LESSON 20: Get Deadbeats to Pay Up Now.....	117
REVIEW: LESSONS 16–20.....	122
LESSON 21: Sell Like Hell, Even in Tough Times.....	125
LESSON 22: Get Your Customers to Spend Again.....	131
LESSON 23: Put a Stop to a Flop.....	137
LESSON 24: Dig Your Company Out of a Deep Hole.....	143
LESSON 25: Cut Costs.....	149
REVIEW: LESSONS 21–25.....	154
LESSON 26: Negotiate a Better Deal.....	157
LESSON 27: Strike Back at the Competition.....	163
LESSON 28: Crush the Competition.....	169
LESSON 29: Invest in the Business.....	175
LESSON 30: Go Green and Make Some Green, Too.....	179
REVIEW: LESSONS 26–30.....	184
GLOSSARY OF TERMS.....	187
ANSWER KEY.....	190
INDEX.....	196