

[PDF] The Mirror Test: Is Your Business Really Breathing?

Jim Eber, Jeffrey W. Hayzlett - pdf download free book

Books Details:

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Description:

From Publishers Weekly Hayzlett wants you to sell, sell, sell, and have a good time doing it. The former chief marketing officer for Kodak and guest on Donald Trump's Celebrity Apprentice knows about success and has a lot of colorful stories to prove it. While the first three chapters of this book are devoted to helping you figure out if your company is out of gas, the rest of the book is a more standard collection of business advice and stories. Many of the stories feature Hayzlett as the fall guy-the time he lost his shirt pheasant farming in South Dakota, or the time he thought he had convinced his college's cafeteria to serve kid-friendly food to a group of visiting high school seniors, only to see liver and onions on their trays. He offers rapid-fire advice, some of it dishearteningly obvious or tending toward generalization ("Leaders must be honest with themselves"), but most businesspeople will find at least a few good nuggets here. The Mirror Test is light and motivational

enough to get readers pumped.

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About the Author JEFF HAYZLETT is the chief marketing officer for Kodak. He has 25 years of international marketing and management experience and has received numerous global awards and honors, including the Frost & Sullivan Lifetime Achievement Award for marketing. He is currently chairman of the board of directors of the Business Marketing Association (BMA), a member of the board of directors of the Electronic Document Systems Foundation (EDSF), a member of the advisory board of the CMO Council and serves as chairman of SMEI's Foundation for Marketing Education. He is also a permanent trustee to the SMEI Academy of Achievement Sales and Marketing Hall of Fame.

JiIM EBER is a veteran business management writer who has worked for various publishing houses, including Workman.

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