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CEO-SPEAK: THE LANGUAGE OF CORPORATE LEADERSHIP



McGill-Queen's University Press. Paperback. Book Condition: new. BRAND NEW, CEO-Speak: The Language of Corporate Leadership, Joel Amernic, Russell Craig, In a post-Enron world, corporate accountability and ethical behaviour have become increasingly important. Joel Amernic and Russell Craig consider the implications of the corporate language of leadership. "CEO-Speak" explores the metaphors and persuasive strategies used by leaders at Enron, Microsoft, AOL-Time Warner, General Electric, IBM, Nortel, Canadian National Railways, Andersen, Disney, and Alcan-Pechiney-Alusuisse. Amernic and Craig show that CEOs are frequently presented...

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