



## Meeting at C-Level: An Executive's Guide for Driving Strategy and Helping the Rest of Us Figure Out What the Boss Wants (Paperback)

By Eric Rozenberg

Swantegy USA LLC, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. I view this publication as essential reading for not only the C level executive but also anyone in the live events industry! Ken Sanders - President - Freeman In Meeting at C-Level, Eric Rozenberg takes you through his twenty years of experience working with corporate management at Fortune 500 companies to help you discover the answer to one question. How can you harness the true power of face-to-face meetings? By discovering WHY you are holding the meeting in the first place! Through compelling narrative and real-life examples from events held all over the world, Rozenberg shares his strategic approach and simple 7-step methodology for creating high-impact meetings that increase business performance. Take action to begin hosting face-to-face meetings that align your stakeholders, implement corporate strategy, engage your customers, and fully transform your business. It's just what this industry needed--and what should be required reading in all MBA and leadership programs. Alexandra L. Wagner, CMM - Chief Purpose Ambassador - SunTrust Bank Through insightful, real-world examples, . . . Eric thoughtfully and repeatedly illustrates the value of not just how, but why...



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