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filtered
through the
eyes of street
vendors and
other small
shopkeepers.
One, for
example,
involves a
woman in
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Nicaragua,
who sells
clothing from
a small cart
and beats the
oppressive
interest rates
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in particular: margin, velocity, turnover, ROE/ROI/ROA, and so on, as well as how to fit people to roles and grow social operating mechanisms. What the CEO Wants You to Know: Using Business Acumen to ...What a CEO wants you to know is that growth is vital to prosperity. It should be profitable and sustainable. Many often measure growth by a concept called Shareholder Value Added ("SVA").What

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completely revised and updated for today's leaders. Completely rewritten for today's business world, What the CEO Wants You to Know, expanded and updated, written by bestselling author Ram Charan, describes the fundamentals behind every business, from street vendors in Mumbai, to Fortune 500 companies.

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the CEO Wants You to Know is a gem of a book."
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 What the CEO Wants You to Know is Charan's primer on this point, which he illustrates with explanations filtered through the eyes of street vendors and other small shopkeepers. One, for example,

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