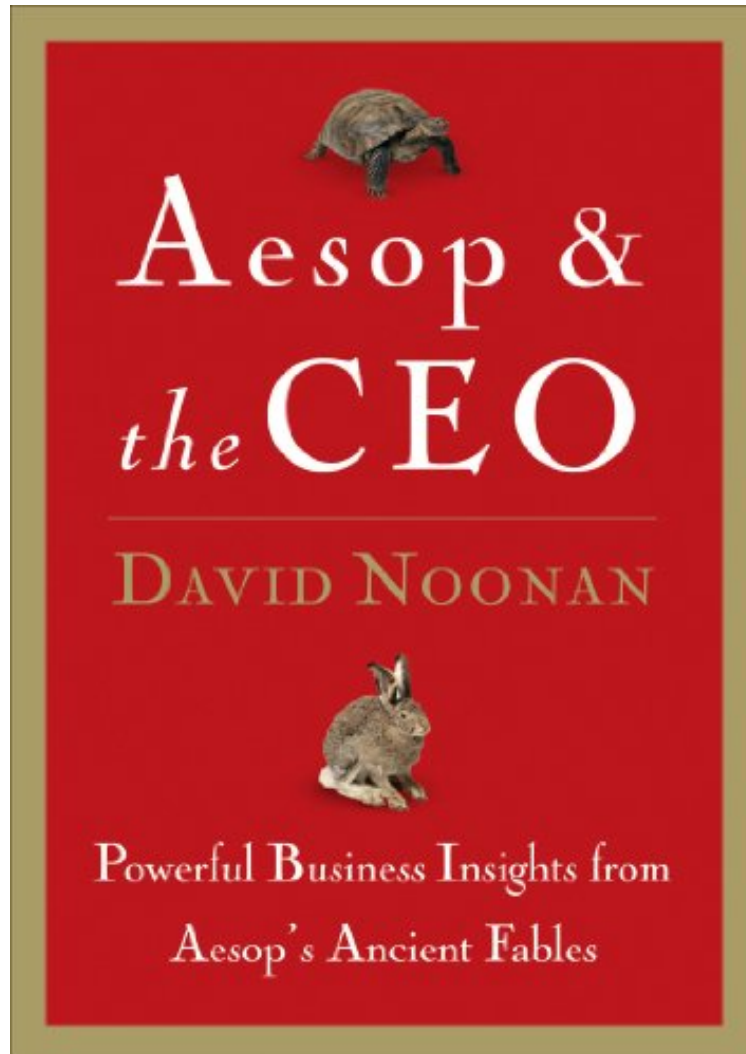


(Free pdf) Aesop and the CEO: Powerful Business Lessons from Aesop and America's Best Leaders

Aesop and the CEO: Powerful Business Lessons from Aesop and America's Best Leaders

David Noonan

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Aesop and the CEO: Powerful Business Lessons from Aesop and America's Best Leaders:

1 of 1 people found the following review helpful. Great book!By omfenI liked Aesop stories as a child growing up. It certainly did more for us than those "Anancy" stories we are used to in Jamaica, simply because they had morals; lessons. This book transfers those stories into real life examples that are easy to read yet very insightful. This is a must read if you lead a team, manage an organization or just want to groom yourself for a leadership role. 5-stars!0 of 0 people found the following review helpful. Great little GemBy MJSExcellent reference book. Analogies so applicable

to every work I use it all the time. Don't let your goats freeze

Delegation requires your attention

6 of 6 people found the following review helpful. Within Its Genre, a Brilliant Achievement

By Robert Morris

Within the limits of this genre which Noonan clearly recognizes, his book is far superior to so many others which also use a prominent historical figure as a source of business wisdom. (For example, Caligula on Values-Driven Leadership.) He carefully organizes his material within nine sections and employs the same format for each. In "Winning Business Strategies," for example, he examines seven of Aesop's fables in terms of (a) a contemporary CEO and/or company and (b) the key lesson to be learned from that fable:

"The Lion, the Bear, and the Fox": Michael Dell demonstrates that sometimes new opportunities exist even in a fiercely competitive society.

"The Fox and the Cat": Dunkin Donuts demonstrates that an organization should not be distracted from what it does best.

"The Fox and the Lion": The success of a small hardware store in direct competition with Home Depot demonstrates that, sometimes, it is both sensible and prudent to find ways to cooperate with the competition.

"The Wolf in Sheep's Clothing": General Patton's invasion of Italy demonstrates that a sound plan executed today is preferable to a perfect plan that's too late.

"The Ant and the Grasshopper": W. Edwards Deming's first principle of management demonstrates that effective long-term planning is the key to survival and eventual success.

"The Farmer and His Sons": Warren Bennis' use of Avis Rent a Car demonstrates that having an appropriate vision will enable everyone involved to know the business inside and out.

Finally, "The Eagle and the Beetle": Ulysses S. Grant's attack on Fort Donelson demonstrates the importance of determining how to get ahead of the competition...and then stay there.

Note the variety of situations, yes, but also the diversity of focal points which range from Dell through Patton and Deming to Grant. The same can be said of each of the other sections. Who else has identified correlations between "The Donkey Eating Thistles" and Mary Kay Ash, Peggy Noonan, and Sumner Redstone? Between "The Fox and the Crow" and Dale Carnegie and Paul Harvey? Between "The Fox and the Goat" and [The] Donald Trump? Highly entertaining material, to be sure, and certainly cleverly presented. However, the business lessons (albeit obvious) are worthy of reiteration and seem so much more vital when each is anchored within an unexpected context.

To David Noonan I now offer an appreciative "Well-done!"

It is easy to be overwhelmed by the sheer volume of business books flooding the market today. Even more daunting is the task of weeding through them to find the "golden nugget" of wisdom inside. In *Aesop and the CEO*, David Noonan has simplified the process by providing this well-researched primer of the most essential advice from the greatest business books ever written. Further, in a clever melding of modern business sense and ancient wisdom, he has used the animal-based stories of Aesop as springboards to launch these 50 lessons. Both entertaining and informative, *Aesop and the CEO* includes advice from well-known leaders such as Bill Gates, Sam Walton, Donald Trump, and Lee Iacocca. The short, easy-to-read vignettes cover every aspect of corporate life: negotiations, hiring and firing, mergers and acquisitions, marketing and sales, and day-to-day management.