

Wolf In Cios Clothing

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Traditional Chinese edition of Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek. Sinek is the author of "Start with Why: How Great Leaders Inspire Everyone to Take Action," and a popular TED talk speaker. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

The first part of the book begins with an overview of depression, its incidence and manifestations and neurobiological origins; how it's diagnosed; and its relevance to neurology, in particular to suicidality. The second part looks at depression in distinct conditions, in particular: migraine, stroke, epilepsy, Parkinson's Disease, Huntington's Disease, dementia, and traumatic brain injury. This useful guide takes a practical approach, with "tips and tricks" boxes, case studies, points of interest boxes, and take-home summaries.

A resource for information executives, the online version of CIO offers executive programs, research centers, general discussion forums, online information technology links, and reports on information technology issues.

Wolf in Cio's ClothingRoutledge

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As a CIO under fire, is it better to be liked or respected? How do you distinguish between risk and recklessness? When should you defend your position, and when should you give ground? The answers may surprise you. Business is a hotbed for conflict, and CIOs often find themselves at the center. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey, and the animal you most resemble determines your position on the food chain. In *The Wolf in CIO's Clothing*, Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal types and the leadership attributes of each. She posits the wolf ? a social animal with strong predatory instincts ? as the ideal example of how a leader can adapt and thrive.

Technology may be black and white, but successful leadership demands an ability to exist in the grey. Drawing on her experience with hundreds of CIOs, Nunno charts a viable way to master the Machiavellian principles of power, manipulation, love and war. Through compelling case studies, her approach demonstrates how CIOs and IT leaders can adjust their leadership styles in extreme situations for their own success and that of their teams.

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Think of the last great article you read or the last great speech you heard.

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Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them. In *Brand, Meet Story*, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers create content to sell their product, service or technology, the Story Comes First method turns this approach on its head to create content with the "human moments" that truly engage an audience. Filled with examples from Levy's experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. *Brand, Meet Story* explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and helps them turn their ideas into engaging, story-driven content their audiences will read, love, and share.

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Machiavellians are few in number in IT. The massive pressure on CIOs continues to increase as the opportunities to use technology in business become more prevalent and more competitive. As CIOs often find themselves at the center of business conflict, they must not only familiarize themselves with Machiavellian tactics as a defensive weapon, but also learn to use them as an offensive weapon in extreme situations so that they can increase IT's contribution to their enterprises. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey, and the animal you most resemble determines your position on the food chain. In The Wolf in CIO's Clothing Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal

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service providers, from nonprofit entities to for-profit corporations.

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