



Work Smarts: What CEOs Say You Need To Know to Get Ahead

By Betty Liu

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Work Smarts: What CEOs Say You Need To Know to Get Ahead By Betty Liu

Award-winning Bloomberg television host Betty Liu compiles the wisdom of the world's best CEOs into a fun, insightful, and practical guide for success.

Betty Liu is famous the world over for asking the tough questions of today's most successful people—and for her uncanny ability to get straight answers where others have failed. As an award-winning financial journalist and Bloomberg Television anchor, Betty has sat down with billionaires, CEOs, politicians, and celebrities to get their views from the top.

Now, in *Work Smarts*, Betty helps *you* get to the top by distilling the wisdom of some of the most prominent CEOs in the country. Warren Buffett, Jamie Dimon, Elon Musk, Sam Zell, John Chambers, Anne Mulcahy, and many more spill the beans on what it *really* takes to be successful, giving practical, “from the street” advice on how to get ahead in your career.

Packed with candid, often humorous, revelations from leaders in the world of finance, technology, retail, telecom, entertainment, and more, *Work Smarts* delivers priceless guidance on:

- How to really network
- The importance of being likable
- What your boss is thinking when you ask for a raise
- Winning every negotiation
- Bouncing back from a firing or layoff
- Thinking like a true entrepreneur
- The secret skill every successful person needs
- Overcoming fear
- Being a standout job candidate
- Knowing what's holding you back
- Knowing what can propel you forward
- Why sometimes being good at your job just isn't enough

Combining the trademark, hands-on approach of one of today's most respected

financial journalists with the wisdom of the world's most successful business leaders, *Work Smarts* is a gold mine of real-world insight and advice on how to get ahead in business and forge a career that maximizes all your best talents and skills.

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Editorial Review

From the Inside Flap

Betty Liu is famous the world over for asking the tough questions of today's most successful people—and for her uncanny ability to get straight answers where others have failed. As an award-winning financial journalist and Bloomberg Television anchor, Betty has sat down with billionaires, CEOs, politicians, and celebrities to get their views from the top.

Now, in *Work Smarts*, Betty helps *you* get to the top by distilling the wisdom of some of the most prominent CEOs in the country. Warren Buffett, Jamie Dimon, Elon Musk, Sam Zell, John Chambers, Anne Mulcahy, and many more spill the beans on what it *really* takes to be successful, giving practical, "from the street" advice on how to get ahead in your career.

Whether you're just starting out in your career, bouncing back from a setback, angling to move up to the C-suite, or thinking about striking out on your own to pursue your dream, *Work Smarts* is a powerful source of insight, ideas, and inspiration you simply cannot afford to be without.

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- Bouncing back from a firing or layoff
- Thinking like a true entrepreneur
- The secret skill every successful person needs
- Overcoming fear
- Balancing kids and career
- Being a standout job candidate
- Knowing what's holding you back
- Knowing what can propel you forward
- Why sometimes being good at your job just isn't enough

And you'll even discover what the beverage of choice is among a majority of CEOs! (Hint: It's carbonated and has zero calories.)

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From the Back Cover

Praise for *Work Smarts*

"In this superb book, one of the very smartest and respected financial anchors in the world shares valuable insights on corporate leadership—what works and what to avoid. Clearly written, punchy and wonderfully humble, this terrific guidebook is a must-read for those looking for a new career, wishing to reinvigorate a challenged career, or build on past successes."

—**Mohamed El-Erian**, CEO, PIMCO; Chair, President's Global Development Council

"Betty has written a powerful, insightful book for anyone who has ever felt they needed an extra push in their careers. Packed with sharp advice, candid revelations, and funny, personal stories, *Work Smarts* is an essential book to have if you want to succeed."

—**Suzy Welch**, author of *10-10-10*; former Editor, *Harvard Business Review*

"Betty does it again with *Work Smarts*, a captivating story of her experiences interviewing CEOs and government officials from around the globe. *Work Smarts* is an invaluable aid for professionals seeking to organize their lives and careers for success. Rich with 'Lessons in Leadership' from her illustrious journalistic career, *Work Smarts* is also highly motivational and informative. Thank you, Betty, for yet another exceptional learning experience!"

—**Dixon Doll**, cofounder, DCM Venture Capital; past Chairman, U.S. National Venture Capital Association; board member, DIRECTV

"Easy conversation is always a miracle, especially when it is between a television host and her guest. But with Betty Liu it is always fun, easy, and interesting because she is fun, easy, and interesting."

—**Mort Zuckerman**, Chairman, Boston Properties; Publisher, *New York Daily News* and *U.S. News & World Report*

"Betty has a phenomenal ability to coax important information out of the top people in business. She uses those skills in this great new book to get CEOs and other highly successful professionals to explain how they got to the top—not just the things they did right, but the many things they did wrong. At a time when career ladders are broken and workers are expected to manage their own lifelong paths, *Work Smarts* is an invaluable—and entertaining—guide."

—**Dan Roth**, Executive Editor, LinkedIn

About the Author

Betty Liu is Editor-at-Large for Bloomberg Television and the host of *In the Loop with Betty Liu*, a daily morning program providing the most comprehensive coverage of the headlines and major events set to shape the business day ahead. She also hosts *In the Loop At the Half with Betty Liu* on Bloomberg Radio, airing weekdays at noon, and is an ABC News contributor. An award-winning business journalist, Betty regularly interviews influential business, political, and media leaders such as Warren Buffett, Carlos Slim, Lloyd Blankfein, Les Moonves, Indra Nooyi, and many others. Before joining Bloomberg Television, Betty was an anchor for CNBC Asia, based in Hong Kong. Prior to that, she was the Atlanta-based correspondent for the *Financial Times*. Earlier in her career, Betty was the Taiwan bureau chief for Dow Jones Newswires—the youngest ever in Asia—and a Hong Kong-based regional correspondent for the newswire. Betty is also coauthor of *Age Smart: Discovering the Fountain of Youth at Midlife and Beyond*, published in 2006. For more information on Betty, go to www.betty-liu.com.

Users Review

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Eric Totten:

Playing with family inside a park, coming to see the ocean world or hanging out with pals is thing that usually you could have done when you have spare time, and then why you don't try thing that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Work Smarts: What CEOs Say You Need To Know to Get Ahead, you could enjoy both. It is fine combination right, you still desire to miss it? What kind of hang-out type is it? Oh occur its mind hangout guys. What? Still don't have it, oh come on its referred to as reading friends.

Amy Zambrano:

In this age globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of sources to get information example: internet, newspaper, book, and soon. You will observe that now, a lot of publisher that will print many kinds of book. The actual book that recommended for your requirements is Work Smarts: What CEOs Say You Need To Know to Get Ahead this e-book consist a lot of the information with the condition of this world now. This particular book was represented how can the world has grown up. The vocabulary styles that writer use to explain it is easy to understand. The particular writer made some study when he makes this book. Honestly, that is why this book suitable all of you.

Thomas Smith:

Within this era which is the greater particular person or who has ability to do something more are more treasured than other. Do you want to become certainly one of it? It is just simple solution to have that. What you should do is just spending your time very little but quite enough to possess a look at some books. Among the books in the top collection in your reading list is Work Smarts: What CEOs Say You Need To Know to Get Ahead. This book and that is qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking upwards and review this publication you can get many advantages.

Lisa Phelps:

As a university student exactly feel bored in order to reading. If their teacher requested them to go to the library in order to make summary for some publication, they are complained. Just minor students that has reading's internal or real their pastime. They just do what the teacher want, like asked to the library. They go to right now there but nothing reading very seriously. Any students feel that looking at is not important, boring and can't see colorful photographs on there. Yeah, it is being complicated. Book is very important for you personally. As we know that on this period, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore , this Work Smarts: What CEOs Say You Need To Know to Get Ahead can make you really feel more interested to read.

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