



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

By Betty Liu

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

- Sales Rank: #442849 in Books
- Published on: 2013-12-09
- Original language: English

- Number of items: 1
- Dimensions: 9.30" h x .80" w x 6.30" l, .83 pounds
- Binding: Hardcover
- 208 pages



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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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- Winning every negotiation
- 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

From reader reviews:

James Dorman:

In this 21st millennium, people become competitive in each way. By being competitive today, people have do something to make them survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that oftentimes many people have underestimated the idea for a while is reading. Yes, by reading a guide your ability to survive enhance then having chance to stand than other is high. For yourself who want to start reading the book, we give you this particular Work Smarts: What CEOs Say You Need To Know to Get Ahead book as nice and daily reading reserve. Why, because this book is usually more than just a book.

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Lisa Vazquez:

The book with title Work Smarts: What CEOs Say You Need To Know to Get Ahead has lot of information that you can find out it. You can get a lot of help after read this book. This particular book exist new expertise the information that exist in this guide represented the condition of the world today. That is important to you to understand how the improvement of the world. This specific book will bring you throughout new era of the the positive effect. You can read the e-book on your own smart phone, so you can read it anywhere you want.

Julia Barr:

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