

What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive

By Mark H. McCormack



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#1 NATIONAL BESTSELLER • Featuring a new foreword by Ari Emanuel and Patrick Whitesell

Mark H. McCormack, one of the most successful entrepreneurs in American business, is widely credited as the founder of the modern-day sports marketing industry. On a handshake with Arnold Palmer and less than a thousand dollars, he started International Management Group and, over a four-decade period, built the company into a multimillion-dollar enterprise with offices in more than forty countries.

To this day, McCormack's business classic remains a must-read for executives and managers at every level, featuring straight-talking advice you'll never hear in business school. Relating his proven method of "applied people sense" in key chapters on sales, negotiation, reading others and yourself, and executive time management, McCormack presents powerful real-world guidance on

- the secret life of a deal
- management philosophies that don't work (and one that does)
- the key to running a meeting—and how to attend one
- the positive use of negative reinforcement
- proven ways to observe aggressively and take the edge
- and much more

Praise for What They Don't Teach You at Harvard Business School

"Incisive, intelligent, and witty, *What They Don't Teach You at Harvard Business School* is a sure winner—like the author himself. Reading it has taught me a lot."—**Rupert Murdoch, executive chairman, News Corp, chairman and CEO, 21st Century Fox**

"Clear, concise, and informative . . . Like a good mentor, this book will be a valuable aid throughout your business career."—**Herbert J. Siegel, chairman, Chris-Craft Industries, Inc.**

“Mark McCormack describes the approach I have personally seen him adopt, which has not only contributed to the growth of his business, but mine as well.”—**Arnold Palmer**

“There have been what we love to call dynasties in every sport. IMG has been different. What this one brilliant man, Mark McCormack, created is the only dynasty ever over all sport.”—**Frank Deford, senior contributing writer, *Sports Illustrated***

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Editorial Review

Review

'Mark McCormack is an entrepreneur extraordinaire' Daily Telegraph

From the Inside Flap

"Business demands innovation. There is a constant need to feel around the fringes, to test the edges, but business schools, out of necessity, are condemned to teach the past.'

-- Mark H. McCormack, from "What They Don't Teach You at Harvard Business School" published by Bantam Books.

Mark McCormack is the founder of International Management Group, a multimillion-dollar, worldwide corporation that is a consultant to fifty Fortune 500 companies, a major producer of television programming and credited as the single most important influence in turning sports into big business.

Listen to McCormack as he tells you how to -- read people -- create the right first impression -- take the leading edge -run and attend meetings -- the secrets of successful selling and moving up within the organization.

McCormack shares his experience, technique and wisdom, his street smart insights and skills, in a practical, how-to manner. Business will never be the same!

From the Back Cover

Mark McCormack's Book Is A Revelation."-- Robert A. Anderson, Chairman Rockwell International

Users Review

From reader reviews:

Dave Thomas:

Here thing why this kind of What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive are different and dependable to be yours. First of all reading a book is good but it depends in the content than it which is the content is as delightful as food or not. What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive giving you information deeper and in different ways, you can find any publication out there but there is no publication that similar with What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive. It gives you thrill reading journey, its open up your eyes about the thing that happened in the world which is might be can be happened around you. You can actually bring everywhere like in park, café, or even in your way home by train. In case you are having difficulties in bringing the printed book maybe the form of What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive in e-book can be your substitute.

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