



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

By Mark H. McCormack

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**What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive** By Mark H. McCormack

**#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

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#### 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

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#### Graciela Johnson:

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#### **Catherine Benavidez:**

What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive can be one of your starter books that are good idea. Most of us recommend that straight away because this guide has good vocabulary that will increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The author giving his/her effort to set every word into delight arrangement in writing What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive although doesn't forget the main point, giving the reader the hottest along with based confirm resource facts that maybe you can be one among it. This great information can easily drawn you into brand-new stage of crucial contemplating.

#### **Tom Tucker:**

What is your hobby? Have you heard that will question when you got students? We believe that that issue was given by teacher for their students. Many kinds of hobby, Everyone has different hobby. And you know that little person similar to reading or as looking at become their hobby. You need to understand that reading is very important as well as book as to be the matter. Book is important thing to incorporate you knowledge, except your personal teacher or lecturer. You get good news or update about something by book. Amount types of books that can you decide to try be your object. One of them is What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive.

#### **Sandra Williams:**

Reading a e-book make you to get more knowledge from it. You can take knowledge and information coming from a book. Book is prepared or printed or descriptive from each source that filled update of news. Within this modern era like today, many ways to get information are available for anyone. From media social just like newspaper, magazines, science book, encyclopedia, reference book, story and comic. You can add your understanding by that book. Are you hip to spend your spare time to spread out your book? Or just searching for the What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive when you needed it?

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