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# Mark H. McCormack's What They Don't Teach You At Harvard Business School: Notes From A Street-Smart Executive Summary



## Synopsis

This is a summary of Mark H. McCormack's *What They Don't Teach You at Harvard Business School: Notes from a Street-Smart Executive*. Mark 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 1,000 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 40 countries. To this day, McCormack's business classic remains a must-listen 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 Available in a variety of formats, this summary is aimed for those who want to capture the gist of the book but don't have the current time to devour the whole book. You get the main summary along with all of the benefits and lessons the actual book has to offer. Ant Hive Media reads every chapter, extracts the understanding and leaves you with a new perspective and time to spare. We do the work so you can understand the book in minutes, not hours.

## Book Information

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