



# How to Play the Game at the Top: The 9 Rules for Consummate Corporate Effectiveness

*Fenorris Pearson*

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## **How to Play the Game at the Top: The 9 Rules for Consummate Corporate Effectiveness** Fenorris Pearson

Before starting his own successful company, Fenorris Pearson was a top executive with Dell and Motorola with responsibilities in Asia, Europe, the Middle East, Africa, and the Americas. He worked with top people on top teams building and selling top products to global audiences. Smart people like to work with smart people and when cutting-edge technology, big-name corporate players, major new product launches, and billions of dollars are on the line, there is no room for sleepwalkers, jokers, or phoning it in. Top performers get to the top by bringing their A-game every day. But now even that isn't enough. You have to come fully prepared to work at the top of your game, every day. Pearson reveals how to do just that, opening up the corporate play book and providing a glimpse into the inner workings of the men and women driving American business today: the consummate corporate executives.

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