



Supersonic: 27 Secret Lessons On How To Make It In Business Without Imploding Into A Smoldering Fireball

Philip A. Shaw

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From how to handle a political crossfire, to mapping your brand character, to dealing with sex in the office, Supersonic offers advice that you won't find in any college curriculum or in any company training program. Whether you're looking for tips on how to move up the ladder, or are thinking about redefining yourself to have a more fulfilling career, this book offers straightforward learning and big picture thinking from a real, working executive. Philip's experience includes over 25 years in advertising, marketing, product development and innovation. He has held senior positions at McCann-Erickson, Grey Advertising, Nike, Loews Corporation and The Walt Disney Company. Through his work he has also gleaned insights from a diverse array of companies like Coca-Cola, Nestlé, Black & Decker, Walmart, Burger King and Procter & Gamble. Written with intelligence, humor, and real-life examples, Supersonic is destined to become a classic read for anyone who is looking for insightful and revealing advice on how to get the edge in business.

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