



# The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office

*David Novak, John Boswell*

Download now

[Click here](#) if your download doesn't start automatically

# The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office

*David Novak, John Boswell*

**The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office** David Novak, John Boswell

David Novak—one of today’s most engaging, unconventional, and successful business leaders—lived in thirty-two trailer parks in twenty-three states by the time he reached the seventh grade. He sold encyclopedias door to door, worked as a hotel night clerk, and took a job as a \$7,200-a-year advertising copywriter with the hopes of maybe one day becoming a creative director. Instead, he became head of the world’s largest restaurant company at the ripe old age of forty-seven.

While David never went to business school, he did learn from the greatest of teachers—experience—and plenty of other very smart people as well: Magic Johnson on the secret to teamwork, Warren Buffett on what he looks for in the companies he buys, John Wooden on ego, and Jack Welch on one thing he’d do over. Now he wants to share with you what he discovered about getting ahead and getting noticed; motivating people and turning businesses around; building winning teams and running a global company of nearly one million people; and always staying true to yourself.

*The Education of an Accidental CEO* is filled with David Novak’s street-smart wisdom:

From his formative years...

- Walking through your anxieties
- Avoiding the poison of stereotypes
- Staying “right-sized”
- Breaking through the clutter

From his years as an ad executive and chief marketing officer ...

- How not to roll over like Fluffy the dog
- Seeing yourself as a brand
- When to pull the plug on the Super Bowl

As the COO of Pepsi Cola and then as president of KFC and Pizza Hut ...

- Why a gold watch can have less value than a floppy rubber chicken
- Knowing when “the answers are in the building”
- Knowing when to do nothing
- What it takes to revitalize a company

And as CEO of Yum! Brands, Inc. ...

- How to “shock the system”
- How to avoid the slow-no’s
- Managing two up and two down

David Novak’s ideas for building an entire culture around reward and recognition—getting everyone from division presidents to dishwashers to buy into recognizing the achievements of others—is studied by other companies and discussed here in great detail. Whether you are the CEO of a global conglomerate or a

budding entrepreneur, there is something here that will help you get where you want to go.

*From the Hardcover edition.*

 [Download The Education of an Accidental CEO: My Journey fro ...pdf](#)

 [Read Online The Education of an Accidental CEO: My Journey f ...pdf](#)

## **Download and Read Free Online The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office David Novak, John Boswell**

---

### **From reader reviews:**

#### **Jack Unger:**

Here thing why this specific The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office are different and reliable to be yours. First of all reading a book is good but it depends in the content of it which is the content is as yummy as food or not. The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office giving you information deeper as different ways, you can find any guide out there but there is no guide that similar with The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office. It gives you thrill reading through journey, its open up your eyes about the thing which happened in the world which is might be can be happened around you. You can easily bring everywhere like in park, café, or even in your method home by train. If you are having difficulties in bringing the imprinted book maybe the form of The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office in e-book can be your alternative.

#### **Joseph Tucker:**

Reading a reserve can be one of a lot of task that everyone in the world loves. Do you like reading book thus. There are a lot of reasons why people like it. First reading a reserve will give you a lot of new facts. When you read a reserve you will get new information mainly because book is one of several ways to share the information or even their idea. Second, examining a book will make anyone more imaginative. When you examining a book especially fiction book the author will bring you to imagine the story how the people do it anything. Third, you could share your knowledge to others. When you read this The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office, you could tells your family, friends and soon about yours e-book. Your knowledge can inspire the mediocre, make them reading a reserve.

#### **Joseph Cosgrove:**

The book untitled The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office contain a lot of information on that. The writer explains your girlfriend idea with easy way. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read that. The book was published by famous author. The author brings you in the new age of literary works. You can read this book because you can read more your smart phone, or program, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official website and order it. Have a nice read.

#### **Paul Horn:**

You can get this The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by go to the bookstore or Mall. Just viewing or reviewing it could to be your solve challenge if you get difficulties for ones knowledge. Kinds of this book are various. Not only through written or printed and also can you enjoy this book simply by e-book. In the modern era like now, you just looking by your mobile

phone and searching what your problem. Right now, choose your own ways to get more information about your e-book. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose correct ways for you.

**Download and Read Online The Education of an Accidental CEO:  
My Journey from the Trailer Park to the Corner Office David  
Novak, John Boswell #S9JNWVL68XD**

## **Read The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell for online ebook**

The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell books to read online.

### **Online The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell ebook PDF download**

**The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell Doc**

**The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell Mobipocket**

**The Education of an Accidental CEO: My Journey from the Trailer Park to the Corner Office by David Novak, John Boswell EPub**