



# Executive Warfare: 10 Rules of Engagement for Winning Your War for Success

*David D'Alessandro*

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The New York Times Bestseller

## WIN THE WAR FOR SUCCESS

It's not enough anymore to be smart, hard-working, and able to show results; At this level, everybody is smart, hard-working, and able to show results. Now it's a game for grown-ups. What really sets you apart is the relationships you build with people of influence. These people can include your peers, your employees, your organization's directors, reporters, vendors, and regulators-as well as the people directly above you in the organizational hierarchy.

In senior management, you no longer answer to just one boss. There is now a hazy matrix of hundreds of bosses both inside and outside the office, any one of whom can stop you cold or give you a tremendous push forward. *Executive Warfare* offers concrete advice for handling all of them, including

- **YOUR PEERS:** They are the most valuable of allies or the most dangerous of enemies
- **THE CEO:** Her office is often where the real fairy dust is kept. Make sure you have a good relationship here
- **THE BOARD OF DIRECTORS:** They won't judge you fairly if all they see of you is your PowerPoints
- **YOUR DIRECT REPORTS:** They are your vital organs, so treat them accordingly. And if you find a blood clot among them-excise that person before he kills you
- **YOUR RIVALS:** It's not always wise to shoot at them, but if you do, do *not* shoot to wound

In his bestsellers *Brand Warfare* and *Career Warfare*, author David D'Alessandro offered sharp advice for building a brand and building a career. Now *Executive Warfare* is the advanced class for the truly ambitious. Learn what it takes to rise to the top-and to do the even harder thing, which is survive there.

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