



# CEO Capital: A Guide to Building CEO Reputation and Company Success

*Leslie Gaines-Ross*

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The reputations of CEOs and the companies they lead are deeply and inextricably linked. The manner in which the media, investors, analysts, employees, and even the general public perceive a chief executive has tremendous influence over the company's prosperity, standing, and destiny.

In *CEO Capital*, Dr. Gaines-Ross describes in practical terms the strategies to follow--and the obstacles to avoid--so that CEOs can enhance the reputation of their company during the five stages of their tenure.

*CEO Capital* is the only book that provides these guidelines and isolates best practices for CEOs as they navigate their way through their first 100 days to their last 100 hours.

About the author: Dr. Leslie Gaines-Ross is chief knowledge and research officer at Burson-Marsteller, a leading global communications consultancy with more than 1,600 employees worldwide. Previously, she served as Fortune's communications and marketing director.

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