



Beyond Business: An Inspirational Memoir from a Visionary Leader (Chinese Edition)

John Browne

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Beyond Business: An Inspirational Memoir from a Visionary Leader (Chinese Edition) John Browne BP whose development story was a miracle transferred into most successful and commendable multinational company in the largest-scale in the world in the new millennium. During this period, John Brown held the post of CEO of BP for twelve years and led the company to gradually become the giant and the worthy leader of the oil industry in climate change and management transparency, etc. In this book, Brown with his own experiences explained how to guide the enterprise in a controversial industry. He formed a special and profound insight in reforming state-owned enterprises, challenging the view on industry and influencing the leaders in government and enterprises. His management trip around the globe is full of risks and thrills, which include the confrontation with government leaders of difference countries and various engineering miracles with technical difficulties like putting man on the moon. The most precious thing is that Brown shared his real attitude to business management in this book and discussed about the enterprises managements manners to cope with challenges in current world.

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