

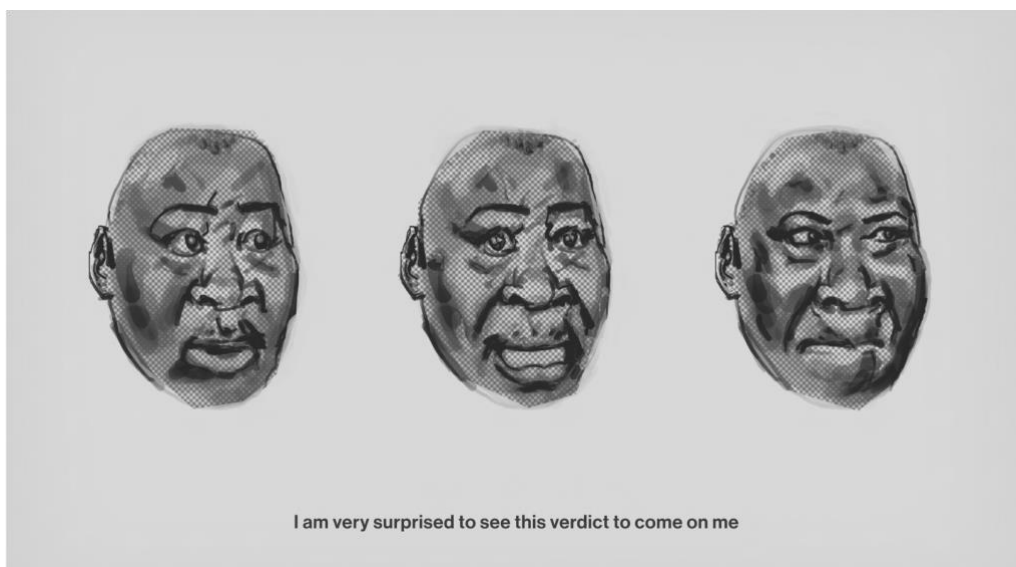


AUDIO BOOK FILES

1. IMAGES

Chapter One

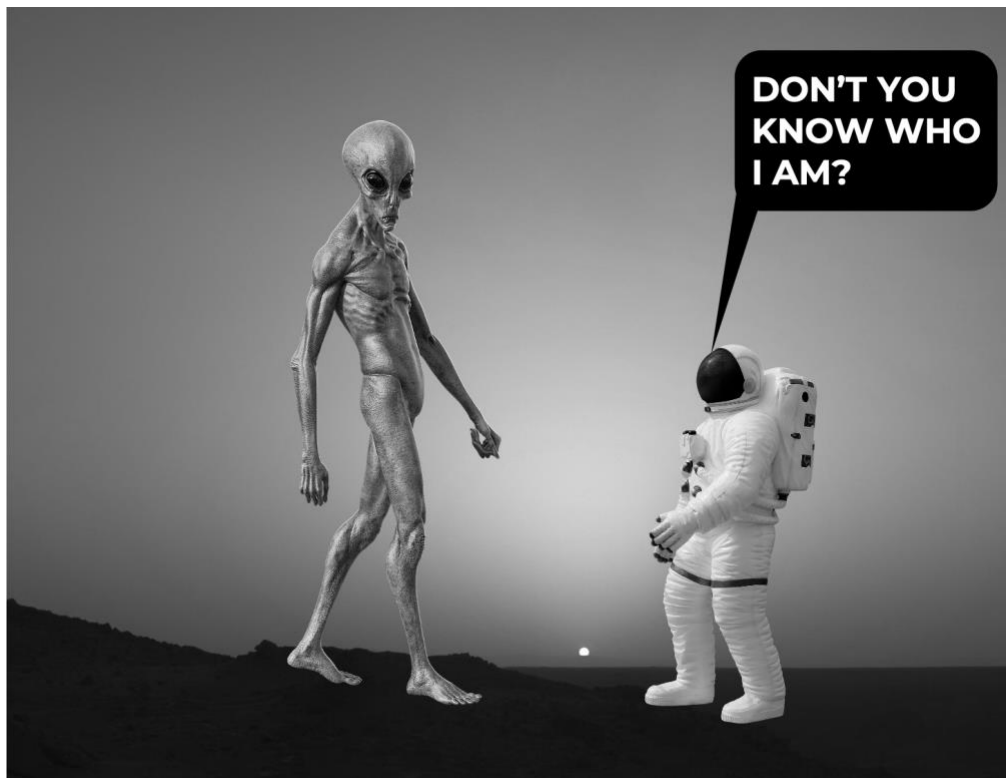
It's all about you



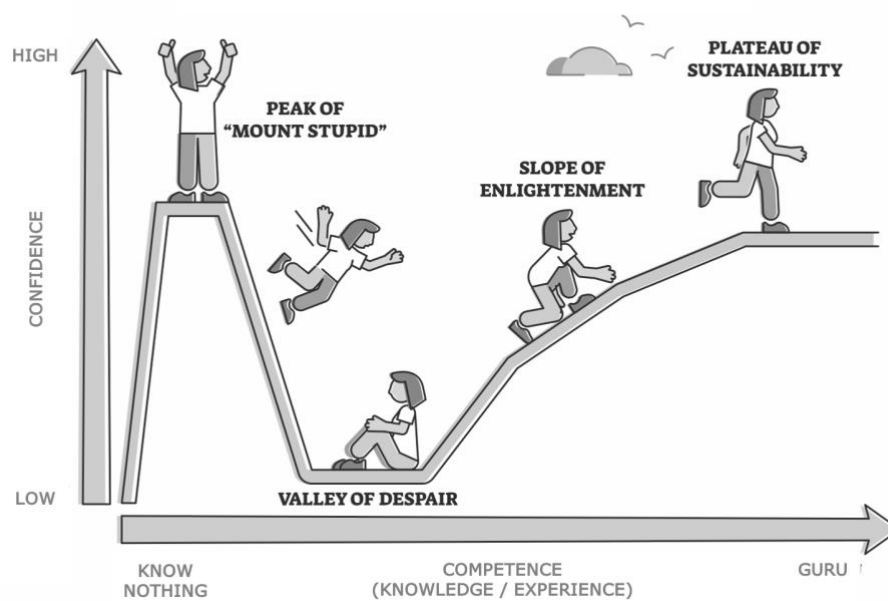
The surprised faces of Guy Goma as captured by illustrator Danny Butcher

Chapter Two

It's all about everyone else too



Imposter Syndrome is reassuringly common



The bliss of ignorance – the Dunning-Kruger effect

Chapter Three

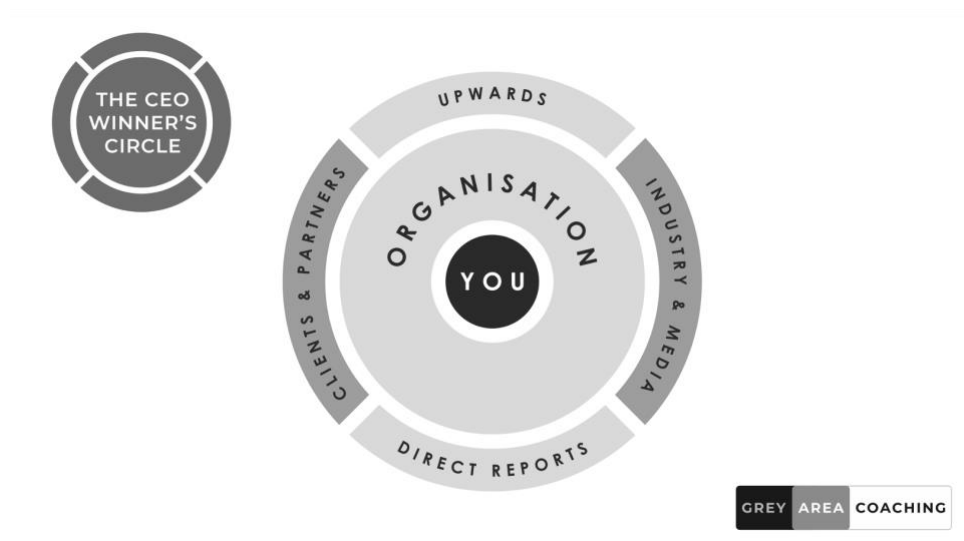
CEO Swagger



My pre-smartphone snap of the dodgy sign on a flight back in 2006

Chapter Four

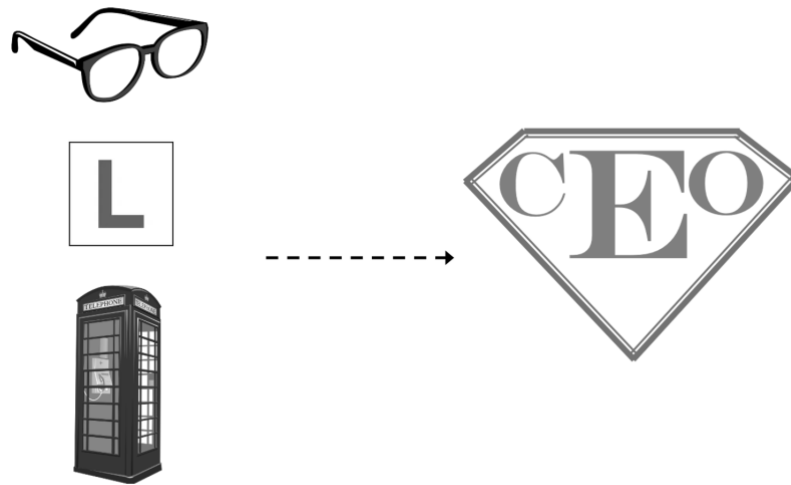
The CEO Winner's Circle



The CEO Winner's Circle examines the relationships that first-time CEOs need to get right in order to be successful

Chapter Five

CEO Gymnastics



*The transition to becoming a successful CEO
needs to be planned and supported*

Chapter Six

Herding Unicorns



God, I'm good

Chapter Seven

The Symphony Conductor



SOS – band together to save our soles

Chapter Eight

Client Chemistry



Classic memories – over 1 million units sold in this collection with EMI

Chapter Nine

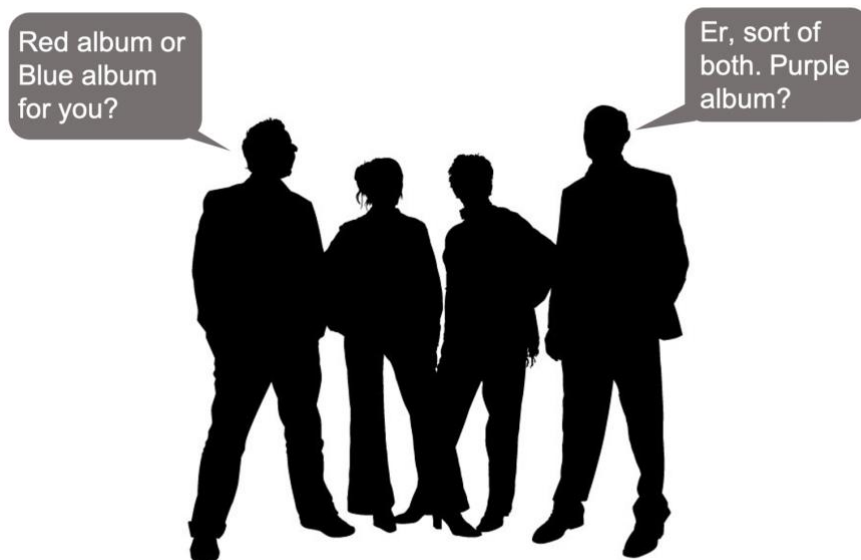
Alliance Amplification



Sliding Doors: HMV Direct Catalogue volume 1, 1996

Chapter Ten

Industry Luminary



Don't try and kid the specialists

Chapter Eleven

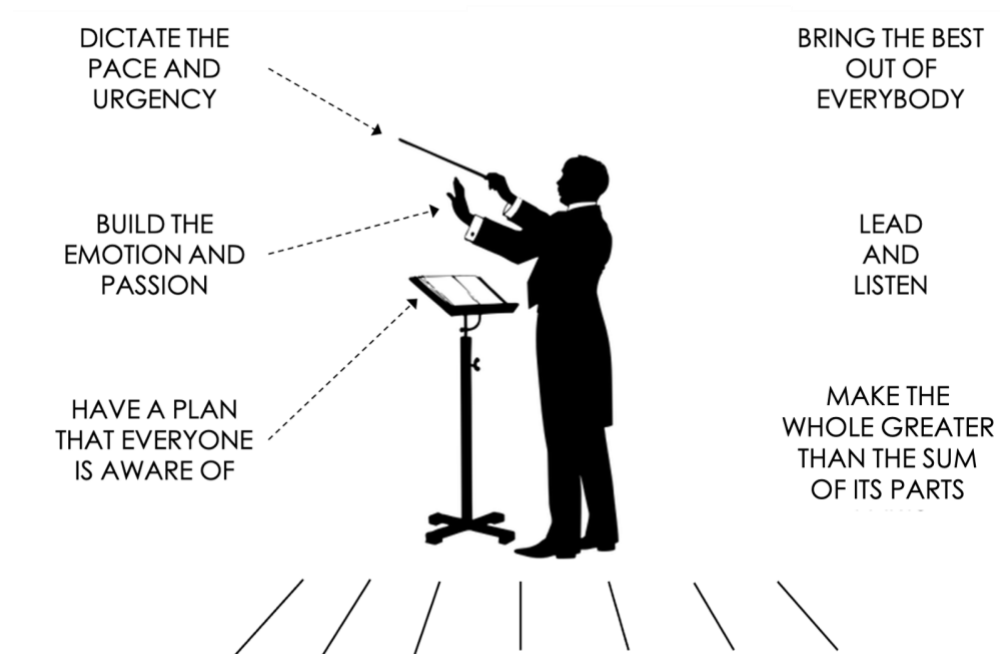
CEO Spotlight



Gerald Ratner, thirty years on from the press reaction to his speech

Conclusion

From CEO apprentice to master



How to perform as a CEO

2. NOTES

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4. Author Biography

David Roche is a professional coach and mentor at Grey Area Coaching, and works with first-time CEOs across many sectors. He studied psychology at Durham University and has a professional qualification in hypnotherapy.

David is Chair of London Book Fair and the writing agency New Writing North. He also works as a consultant with startups entering the book industry and lectures at NFTS. His first book, *Just Where You Left It*, was published by Unbound in 2017.

David was previously CEO of Borders & BOOKS etc, Product Director of both Waterstones and HMV, and Group Sales and Marketing Director of HarperCollins Publishing. He was also President of the Booksellers Association and a trustee of BookTrust. David has received several industry awards and in 2017 was awarded an Honorary Fellowship from the University of Central Lancashire for services to the UK book trade.

www.greyareacoaching.com

www.linkedin.com/in/davidroche

