

Economics What Makes Ego Our Greatest Asset Or Most Expensive Liability David Marcum

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economics: What Makes Ego Our Greatest Asset (or Most Expensive Liability) [David Marcum, Steven B. Smith] on Amazon.com. *FREE* shipping on qualifying offers. In this original, eye-opening work, authors David Marcum and Steven Smith argue that the upside of ego is as powerful as the downside and answer questions about ego that have been a mystery to most people.

In his landmark book David Marcum and Steven Smith travel the world teaching people to utilize the corporate asset of ego and limit its liabilities. With decades of experience and degrees in management and psychology, they've worked with organizations including Microsoft, Accenture, the U.S. Air Force, General Electric, Disney, and State Farm. David Marcum and Steven Smith travel the world teaching people to utilize the corporate asset of ego and limit its liabilities. With decades of experience and degrees in management and psychology, they've worked with organizations including Microsoft, Accenture, the U.S. Air Force, General Electric, Disney, and State Farm. In Stock, plus shipping From Seller/Antiquarian David Marcum, Steven B. Smith, Books, Business and Finance, Management and Leadership, economics: What Makes Ego Our Greatest Asset (or Most Expensive Liability), The Questions Arrogant, self-centered, stubborn, and insecure -- words that most people associate with ego. But in this original, eye ...