

## In Print

### Elizabeth I CEO; Strategic Lessons from the Leader Who Built an Empire



By Alan Axelrod  
Prentice Hall Press; 2000

Elizabeth was Turnaround Queen – leading England from the Dark Ages to the Renaissance. When she was crowned in 1558, England was on the brink of bankruptcy, facing the threat of invasion by Spain, torn by violent religious dissension, and lacking in pride. By the time Elizabeth died in 1603, after a forty-five year reign, England was supreme. Elizabeth had transformed her country by achieving unprecedented social stability, nurturing respect for England's military and artistic achievements, and accumulating great wealth for its coffers; England had become the most powerful nation in Europe.

Favoring evolution over revolution, with a pragmatic sense of when to work within the system and when to defy it, Elizabeth was a master at carrying out her vision. Describing Elizabeth's approach to leadership as "a combination of prudence, boldness, and genius," Axelrod follows the Queen as she leads her nation from rampant strife and near ruin to the foundation of the great British empire. Along the way, Elizabeth I, CEO highlights many of the Queen's convictions that remain relevant for today's executives, including:

- Create your self image – or others will create one for you.
- Know you are on a public stage and no longer simply a private person.
- Always play a move ahead.
- Keep a clear head and an even keel.
- Require excellence.
- Make expectations clear and lofty.
- Reward confidence and loyalty.
- Know when to bend or break the rules.

Rich in lively historical detail and practical wisdom, Elizabeth I, CEO is an inspiring guide for anyone eager to lead – with determination, integrity, and vision.

## It's Like That: A Spiritual Memoir

By The Reverend Run  
St. Martin's Press; 2000

Joey "Run" Simmons was sitting on top of the world. By the time he was 20 years old, he had garnered phenomenal fame as part of the groundbreaking rap group, Run-DMC. Nobody could do it better; and wherever Run turned, he received plenty of love.

But he could not recognize that the love was not genuine. The more popular and successful he became, the more he lost his true self: the poet with the beat, hailing from Hollis, Queens. Run was on a slippery slope down into excess and destruction. Even with the occasional moments of clarity that life was not good, he would walk out on stage to greet his roaring fans and his clarity would disappear.

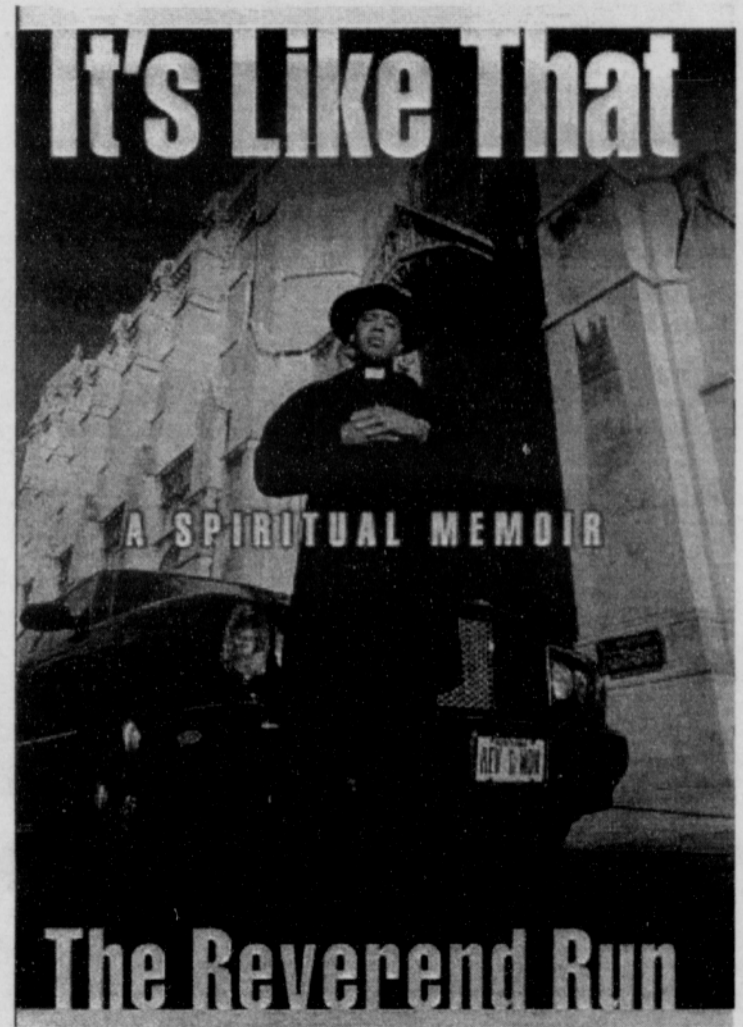
Run lost everything: his career, his success, his family, his friends, and his self-love. And then, turning his life around, he got it all back, new and improved. *In It's Like That: A Spiritual Memoir*, Run, now Reverend Run, offers his tried-and-true guide to how each man and woman can achieve well-being. Broken down into 13 chapters, Run shares his personal story of learning from his mistakes. He follows each chapter with a "Run's House Rule", a straightforward formula for success, akin to daily affirmations. The book includes a foreword by his older brother, Russell Simmons, founder of Def Jam Records.

Searingly honest though never sentimental, Run charts his boyhood beginnings with rap and quick rise to the top of both the hip-hop and rock scenes, followed by his devastating fall into alcohol and bankruptcy. Utterly candid, the chart-topping recording artist reveals the ease with which "denial" can be a way of life.

Run then explains, step-by-step, his steady climb to being his own man, proud to be a husband, a father. His first step was to discover a fountain of spirituality within himself and a special connection with God.

Run writes, "Problems occur to help direct you in life. Sometimes we only learn the value of something by losing it. Never believe it is over. I lost everything. My self-esteem was low, my vision clouded. But, deep inside, I knew that if I hung in there long enough and kept the faith, I could make a comeback. If your life isn't what you think it should be, don't give up. This book is living proof that you can stage a comeback."

Combining the intensely personal story of the pathmaking star with the universal truths that come from righteous living, *It's Like That* inspires and teaches us how to achieve all our dreams.



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