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Nota di contenuto	Why the words of business leaders matter -- Hyperbole and delusion at Enron -- Framing Anderson -- The gates to Microsoft : exploiting web sites -- AOLTimeWarner : claiming the internet kingdom -- IBM and the privileges of an internet soapbox -- Constructing Jack Welch, GE's corporate chieftain incarnate -- Disney's narrative as personality prism -- Nortel's "Remarkable" letter -- Three tenors in perfect harmony -- Creating "North America's Railroad" -- Towards greater accountability for CEO-speak -- Appendices: Skilling and Lay's last letter to shareholders of Enron -- Remarks of Joseph F. Berardino, managing partner/CEO of Anderson, to the US House of Representatives Committee on Financial Services, 12 December 2001 -- AOLTimeWarner's internet policy statement -- General Electric's 1991 CEO letter to shareholders -- Letter to stockholders, 1940 Walt Disney productions' annual report -- Letter to stockholders, 1941 Walt Disney productions' annual report.

