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Titolo	Tough calls [[electronic resource]] : AT&T and the hard lessons learned from the telecom wars / / Dick Martin
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Nota di bibliografia	Includes bibliographical references (p. [273]-286) and index.
Nota di contenuto	Don't dance to the music of your own buzz -- Understand the power of symbols -- Take control -- Complete the CEO -- Expect the dumbing down of reality -- Work inside out toward your customers -- Don't let plugging leaks become an obsession -- Casting is everything -- Pay attention to the power of the few -- Don't confuse politics and public relations -- Say good-bye to the rah-rah brother- and sisterhood -- Stay off the treadmill of expectations -- It's okay to change your mind -- Credibility breaks all ties -- Reimagine your company's mission -- Practice ambidextrous leadership.