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Altri autori (Persone)	CraigRussell (Lecturer in business)
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Nota di bibliografia	Includes bibliographical references (p. [223]-236) and index.
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.

Sommario/riassunto

CEO-Speak explores the metaphors and persuasive strategies used by leaders at Enron, Microsoft, AOL-TimeWarner, General Electric, IBM, Nortel, Canadian National Railways, Andersen, Disney, and Alcan-Pechiney-Alusuisse. Amernic and Craig show that CEOs are frequently presented as heroes engaged in "the war of business" who can effect astonishing miracles of financial performance and reinvention. Contesting the notion that accounting is objective, CEO-Speak serves as an introduction to the controversies and ambiguities in corporate accountability and provides rich examples of the excesses of corporate communication.