



# CEO-Speak

*Joel Amernic, Russell Craig*

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**CEO-Speak** Joel Amernic, Russell Craig

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.

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