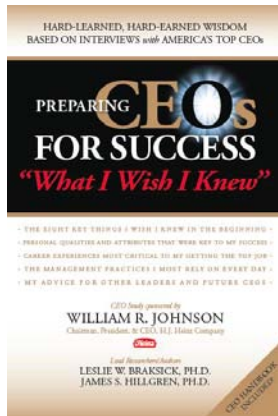


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PREPARING CEOs FOR SUCCESS: “WHAT I WISH I KNEW”

“Developing and preparing future CEOs is one of corporate America’s most important and challenging obligations... I hope this book reminds sitting and future CEOs of the things we each need to do well—and those things we can help others do well, in preparation for their time at the helm.”

—BILL JOHNSON, CEO OF HEINZ, INC.
FROM THE FOREWORD

27 CEOs of global, billion dollar companies speak candidly on the challenges and tools for success that every CEO and future CEO should know about.

Though academics, journalists, and industry analysts often have a lot to say regarding what makes a CEO successful, one group of people have rarely weighed in on the conversations—CEOs themselves. Few people are better equipped to discuss what it takes to pick up the reins and drive global businesses than the people who actually do it on a daily basis.

In the new book, **PREPARING CEOs FOR SUCCESS: “What I Wish I Knew”** (Atlas Books; May 2010; Soft Cover; \$19.95; ISBN 978-0-692-00790-7) authors Leslie W. Braksick, PhD. and James S. Hillgren, PhD. interviewed 27 of America’s top CEOs to find out in their own words what personal qualities were key to their success, the experiences that proved most valuable in their careers, advice for future CEOs, and much more. People intent on climbing the corporate ladder or succeeding in business will get candid counsel from veteran CEOs on what worked for them—and what didn’t.

Originally created as a study sponsored by William R. Johnson, Chairman, President and CEO of the H.J. Heinz Company, **PREPARING CEOs FOR SUCCESS** contains the study’s findings, the prerequisites for being a successful CEO, a guidebook for current (and future) leaders, and profiles on each participating CEO.

CEOs such as Johnson, Indra K. Nooyi (PepsiCo, Inc.), Richard T. Clark (Merck & Co., Inc.), Randall L. Stephenson (AT&T Inc.), William Weldon (Johnson & Johnson), Donald R. Knauss (The Clorox Company) and other leaders of America's most prestigious global companies shared personal anecdotes and advice as they answered the following questions:

1. *What was the state of the company when you became CEO?*
2. *What do you wish you had known prior to coming into the job as CEO?*
3. *What were the things you felt least prepared to handle?*
4. *What things that were important to the job did you find yourself best able to handle?*
5. *What things outside of the work setting best prepared you for this job?*
6. *What surprised you the most about the CEO role?*
7. *What would you want your successor to know if you were mentoring him or her?*

In a time when many people are facing challenges regarding their own businesses and careers, **PREPARING CEOs FOR SUCCESS** is a must read for anyone who wants to hear what some of the greatest minds in the global business arena have to say about everything from managing the challenges of work-life balance to how to communicate effectively with the people around you. Through the wisdom shared by participating CEOs, people gain insights that can positively impact not just their businesses and careers, but also their everyday lives.

For more information visit www.PreparingCEOs.com.

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