

# Top Dog: A Different Kind of Book About Becoming an Excellent Leader



This text combines fact and fiction, being part novel and part reference. It emphasizes the fact that leadership skills can make or break an executive career. Arlen Burch Royster, the top dog whose tale unfolds in this book, does not exist. His situation is, however, all too real in scores of businesses across America. Royster is faced with a career-threatening crisis, which tests his communicative mettle, a crisis that will ring true for business readers. Containing examples from today's business headlines, this investigation into effective leadership includes: results from ten years of research, based on surveys of executives in the Fortune 500; a four-step model for effective CEO communication that emphasizes consistency, compassion, organization and selectivity; and one-on-one interviews with top executives, such as Tom Clausen (Bank of America), Hicks Waldron (Avon), Walter Williams (Bethlehem Steel) and Sandy Sigoloff (Wickes Companies).

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