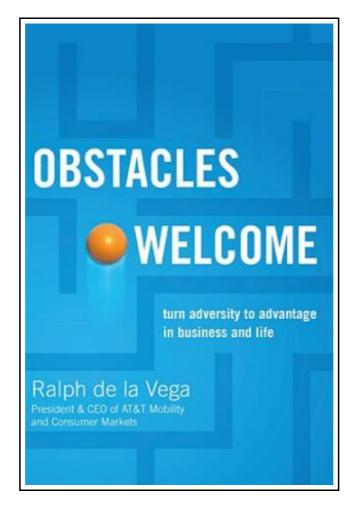
Obstacles Welcome: How to Turn Adversity Into Advantage in Business and in Life



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Reviews

The book is fantastic and great. I have got read through and i am confident that i will planning to read yet again once again in the foreseeable future. I found out this book from my dad and i recommended this publication to discover.

(Prof. Nicole Zieme)

OBSTACLES WELCOME: HOW TO TURN ADVERSITY INTO ADVANTAGE IN BUSINESS AND IN LIFE



Thomas Nelson. Paperback. Book Condition: New. Paperback. 274 pages. Dimensions: 8.3in. x 5.4in. x 0.8in.Ralph de la Vega, President and CEO of AT and T Mobility and Consumer Markets, shares the lessons learned in business and in life along the journey from Cuba to Corporate America. Ralph de la Vega arrived in the United States from Cuba in 1962. He was alone. He was scared. He was 10. Separated from his parents by Cuban authorities just moments before they were to board a plane to Miami, de la Vega was baptized earlyand abruptlyin the waters of adversity. It would be four long years before his mother, father, and sister gained legal passage to America. But while the boy would never have chosen such circumstance, its the man who can look back and say he would not have changed it. In Obstacles Welcome, de la Vega recounts his journey as a young Cuban immigrant to president and CEO of AT and T Mobility and Consumer Markets, a subsidiary of AT and T Inc. (NYSE: T). A frontliner in the converging worlds of technology and communications, de la Vega takes readers behind the scenes of the Internet revolution, shares insights from the nations top technology companies, and chronicles the incredible obstacles intrinsic to successfully merging the largest wireless operations in U. S. historythose of Cingular Wireless and AT and T Wireless. Obstacles Welcome is an innovation manifesto for those committed to bigger thinking and greater results both professionally and personally. He clearly defines how to: Create a detailed action plan to boost success Identify and take calculated risks without fear Create a values-centric, decisive leadership style Transform vision into measurable results Recognize opportunities and overcome obstacles Communicate well and build alignment Unlearn thinking that hinders innovation Dream big and throw off mental...

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