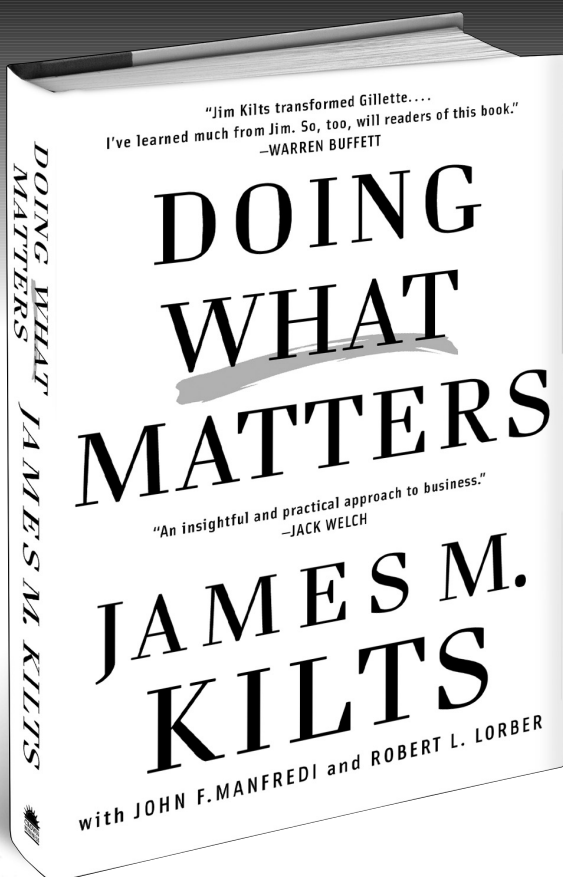


"Jim Kilts is a proven wizard at making companies run."

—WALL STREET JOURNAL



"I've learned so much from Jim. So, too, will readers of this book."

—WARREN BUFFET

"An insightful and practical approach to business by a transformative leader with a great track record of success."

—JACK WELCH

Jim Kilts is the legendary CEO who led three major companies — **Gillette, Nabisco, and Kraft** — into prosperous futures by *doing what matters*, the action plan for tackling what's important and ignoring the rest.

Also available as a Random House AudioBook and eBook



Crown Business

CrownPublishing.com