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guide offers a
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Introduction to the ins and outs of R&D leadership.

Innovation is a two-trillion-dollar industry, and, on top of the baseline complexity faced by any manager, the R&D or Innovation leader confronts

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of Medifast.
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Michael
MacDonald shares

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his college
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positions at
Xerox and
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Way, have made him a
valued member of
our board at the

Jimmy V

Foundation.”

—Mike

Krzyzewski,

Naismith Hall of

Fame coach, Duke

University “Mike

holds a deep

reverence and

appreciation for

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his time at The

Rutgers, as well
as for the

opportunities

that Rutgers has
provided him. As

a letterwinner

on the Rutgers
men's basketball
teams in the

1970s, Mike took
his student-

athlete

experience and

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learned lessons

to successes in

his career... His

time as a

Rutgers student-

athlete,

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member, donor,

and father/fathe

r-in-law of

three Rutgers

alumni continues

to leave an

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Indelible legacy
on our alma
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proud to call

him not only a
great teammate,
but an even
better friend.”

—Marco
Battaglia,
Rutgers Football
All-American and
Cincinnati
Bengals Player

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been there. Mike
MacDonald fits
the bill. And he
is particularly
well suited to
write about his
experiences
because of an
amazing ability

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to recollect the
details of his
formative years.
A student
athlete at
Rutgers, he was
part of the
school's then
outstanding
basketball team.
He went on to
use this and
similar pre-
college

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experiences to
build an
exceptional
business career.

That's part of
his story but
those of us who
know him well
would add that
he is the
epitome of a
'good man.' I
have seen him
close up with

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family, friends,
and others for
years. He is a
great husband,
dad, and
grandfather,
kind and
generous,
enthusiastic,
and always on
the go. You will
enjoy what he
has to say.”

—Gene Renna,

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Retired Senior
Executive, Exxon
Mobil "Mike
MacDonald

represents the
absolute best of
Rutgers
University and
is an
inspiration to
everyone on
campus. From the
day I met Mike,
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made himself The

available to
mentor, guide,
and motivate

both our student-
athletes and our
coaching staff.

As an alumnus,
he has given
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a beacon of
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simply put, he
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across his or
her company.

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Michael

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career at
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leadership, work

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–Mike

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Fame coach, Duke

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but an even
better friend.”

—Marco
Battaglia,

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life after
school is over.
The best sources
of knowledge
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been there. Mike
MacDonald fits
the bill. And he
is particularly
well suited to

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because of an
amazing ability
to recollect the
details of his
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A student
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Rutgers, he was
part of the
school's then
outstanding
basketball team.

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He went on to
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That's part of
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those of us who
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would add that
he is the

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'good man.' I
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I have seen him
close up with
family, friends,
and others for
years. He is a
great husband,
dad, and
grandfather,
kind and
generous,
enthusiastic,
and always on

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the go. You will
enjoy what he
has to say.”

—Gene Renna,
Retired Senior
Executive, Exxon
Mobil “Mike
MacDonald
represents the
absolute best of
Rutgers
University and
is an
inspiration to

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campus. From the
day I met Mike,

he has always

made himself

available to

mentor, guide,

and motivate

both our student-

athletes and our

coaching staff.

As an alumnus,

he has given

back generously

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and led the
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Rutgers
continues to be
a beacon of
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education. I've
always admired
his ability to
juggle the roles
of family man,
businessman, and
leader in the

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community. His path from Rutgers is a shining example for student-athletes of the future. He has succeeded in every aspect of life and continues to give back to the community that

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molded him. To
give Mike
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is a winner.”
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remarkable story
of a country boy
born in

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in 1920, who,

following an

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education in the

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and Durham, left

school aged

fourteen years.

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that many who
trained in
science and
engineering now
look for
alternative
careers. Thirty
role models who
began by
studying many
different
disciplines give

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Boardroom The
personal
guidance for
graduates,
postgraduates
and early-career
scientists in
the life
sciences,
physical
sciences and
engineering.
This book is an
entertaining
resource for

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R & D Leaders
Guide

ideas about, and
directions into,
the many fields
which they may
not be aware of
or may not have
considered.

Suzanne Caldwell
is looking for a
new life, not a
new man. With a
little baby in
tow, she's

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hottest catch
for a sexy
bachelor! She
certainly
shouldn't have
to worry about
any attention
from grumpy
widower Cade
Andreas. To the
disappointment
of the local
women, since

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he's been wedded
to his ranch.

But when Suzanne
and her daughter
have to stay
with Cade, the
brooding rancher
finds himself
unexpectedly
starting to
soften. Cade's
expertise is in
business and

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Bourning, not
babies and
beautiful women!
But now his
lonely ranch is
beginning to
feel like a
family home....

From renowned
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Spence: a must
own book for
every lawyer and
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professional
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cutting-edge
winning presenta
tions--in court,
at work,
everywhere, any
time. Gerry
Spence is

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America's most
renowned and
successful trial
lawyer, a man
known for his
deep convictions
and his powerful
courtroom
presentations
when he argues
on behalf of
ordinary people.
Frequently

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pitted against
teams of lawyers
thrown against
him by major
corporate or
government
interests, he
has never lost a
criminal case
and has not lost
a civil jury
trial since
1969. In Win
Your Case,

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Spence shares a
lifetime of
experience
teaching you how
to win in any
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courtroom, the
boardroom, the
sales call, the
salary review,
the town council
meeting-every
venue where a
case is to be

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made against The
adversaries who
oppose the
justice you
seek. Relying on
the successful
courtroom
methods he has
developed over
more than half a
century, Spence
shows both
lawyers and
laypersons how

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you can win your
cases as he
takes you step
by step through
the elements of
a trial-from
jury selection,
the opening
statement, the
presentation of
witnesses, their
cross-
examinations,
and finally to

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the closing The
argument itself.
Spence teaches
you how to
prepare
yourselves for
these wars. Then
he leads you
through the new,
cutting-edge
methods he uses
in discovering
the story in
which you form

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the evidence The
into a
compelling
narrative,
discover the
point of view of
the decision
maker,
anticipate and
answer the count
erarguments, and
finally conclude
the case with a
winning final

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Boardroom. To

R D Leaders

Guide

make a winning presentation, you are taught to prepare the power-person (the jury, the judge, the boss, the customer, the board) to hear your case. You are shown that your emotions, and

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Boardroom, are the
source of your
winning. You
learn the power
of your own
fear, of honesty
and caring and,
yes, of love.
You are
instructed on
how to role-play
through the use
of the
psychodramatic

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technique, to
both discover
and tell the
story of the
case, and, at
last, to pull it
all together
into the winning
final argument.
Whether you are
presenting your
case to a judge,
a jury, a boss,
a committee, or

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a courtroom, Win
Your Case is an
indispensable
guide to success
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book is game
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way I have never
seen in a
business book. I
learned about
myself and
gained new
insights into
the work I've
been doing for
thirty years. It

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is a spectacular
read." — John

Riccitiello,

CEO, Electronic

Arts This is not

a management

book. This is a

book for

managers. Ever

have the feeling

that no matter

how rewarding

your job is that

there's an

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entirely
different level
of success and
fulfillment
available to
you? Linger
in the mist,
just out of
reach... There is,
and Stan Slap is
going to help
you get it. You
hold in your
hands the book

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R&D Leaders
Guide

that entirely
redraws the
potential of
being a manager.
It will show you
how to gain the
one competency
most critical to
achieving
business impact,
but it won't
stop there. This
book will put a
whole new level

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of meaning into
your job
description. You
will never
really work for
your company
until your
company really
works for you.
Bury My Heart at
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B is about
igniting the
massive power of

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any manager's
emotional
commitment to
his or her
company-worth
more than
financial,
intellectual and
physical
commitment
combined.
Sometimes
companies get
this from their

Acces PDF
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Boardroom in the
early garage
days or in times
of tremendous
gain, but it's
almost unheard
of to get it on
a sustained,
self-reinforced
basis. Of course
your company is
only going to
get it if you're
willing to give

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it. Slap proves
that emotional
commitment comes
from the ability
to live your
deepest personal
values at work
and then
provides a
remarkable
process that
allows you to
use your own
values to

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tremendous

success. This is

not soft stuff;

it is the stuff

of hard-core

results. Bury My

Heart at

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B is the highest-

rated management

development

solution at a

number of the

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world's highest-
rated companies—
companies that
don't include
"patience" on
their list of
corporate
values. It has
been
exhaustively
researched and
bench tested
with tens of
thousands of

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more than
seventy
countries.

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directly from
managers about
how this
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has transformed
their careers
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Guide
is doing nothing
less than making
the business
case for a
manager's
humanity-for
every manager
and the
companies that
depend on them.
Bury My Heart at
Conference Room
B gives managers
the urgency to

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change their
world and the
energy to do it.
It will stir the
soul, race the
heart, and throb
the foot used
for
acceleration.
Buckle Up. We're
Going Off-Road.
Slap is smart,
provocative,
wickedly funny

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and heartfelt. The
He fearlessly
takes on some of
the most
cherished myths
of management
for the illogic
they are and
celebrates the
experience of
being a manager
in all of its
potential and
potential

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weirdness. And
he talks to
managers like
they really talk
to themselves.

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