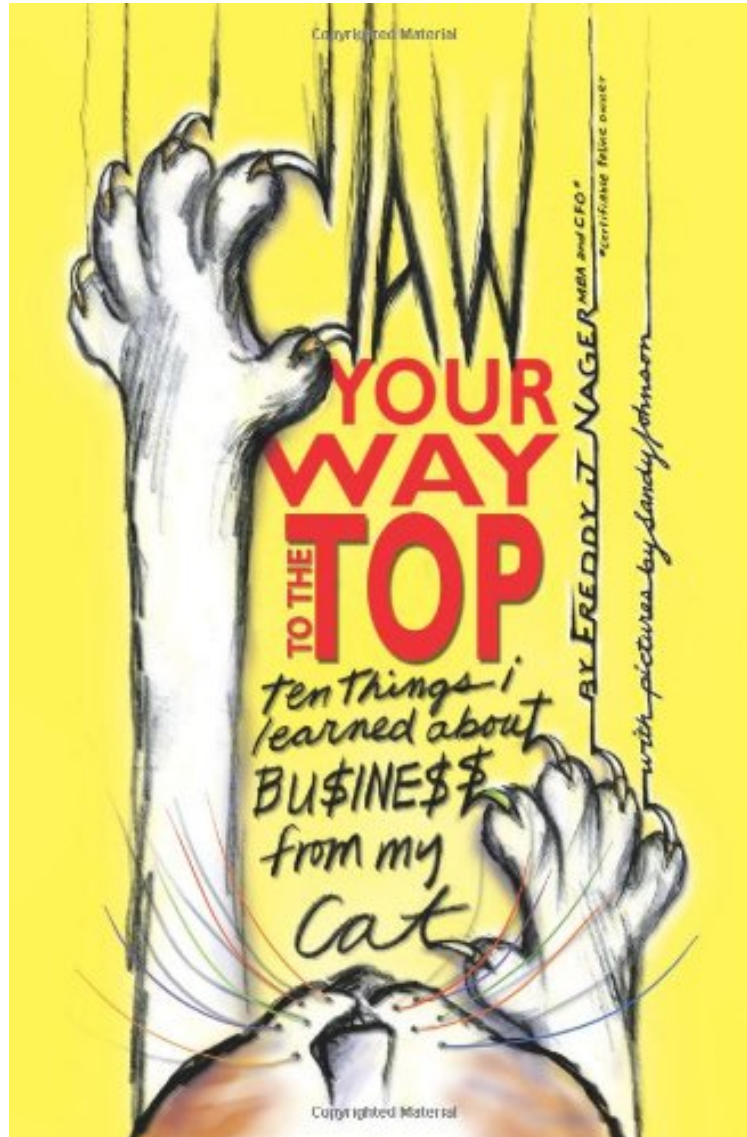


(Pdf free) Claw Your Way to the Top: Ten Things I Learned About Business From My Cat

Claw Your Way to the Top: Ten Things I Learned About Business From My Cat

Freddy J. Nager

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Freddy J. Nager : Claw Your Way to the Top: Ten Things I Learned About Business From My Cat before purchasing it in order to gauge whether or not it would be worth my time, and all praised Claw Your Way to the Top: Ten Things I Learned About Business From My Cat:

They've been around thousands of years and are America's #1 pet, yet no one's ever imagined that these fluffy carnivores could do more than chase string and purr. Until now. In his controversial book, *Claw Your Way To The Top: Ten Things I Learned About Business From My Cat*, marketing consultant Freddy J. Nager reveals the genius beneath the fur. 'Cats are, in short, business gurus with pointy ears and tuna breath,' writes Nager, who is an MBA and CFO (Certifiable Feline Owner). Drawing on observations of his pet tabby, Scooter, Nager reveals feline mastery of such business techniques as corporate branding, strategic positioning and power napping. In the tradition of the world's most celebrated business classics, he then applies lots of handpicked anecdotes to support his claims. The result is a quasi-revolutionary manifesto for business students, executives, entrepreneurs and scratch-covered cat herders everywhere. Warning: may cause severe reactions in people allergic to cat books.

About the Author After graduating from Harvard with only one marketable skill (writing), Freddy J. Nager moved to L.A. where he spent the next 16 years as a marketing scribe for MCA Records, a copywriter at ad agency Saatchi Saatchi, a multiple dot-com survivor, and an assistant on a really bad sitcom — not all at the same time. He also discovered the joys of theatre as a producer, playwright and really amateur actor. After getting an MBA in Marketing from the University of Southern California (go Trojans!), Freddy decided to pursue greener pastures and bluer skies in Austin, Texas (boo Longhorns!). He lasted as a Texan for only one year, but managed to score two fine furry native critters during that time. Freddy is now back in California (“you can check out any time you like, but you can never leave”), where he works as a professional writer, marketing consultant and small-time entrepreneur. He also edits the self-indulgent business zine, *Más Kapital* (maskapital.com) in his spare time — that is, when he's not too busy playing with the cats.