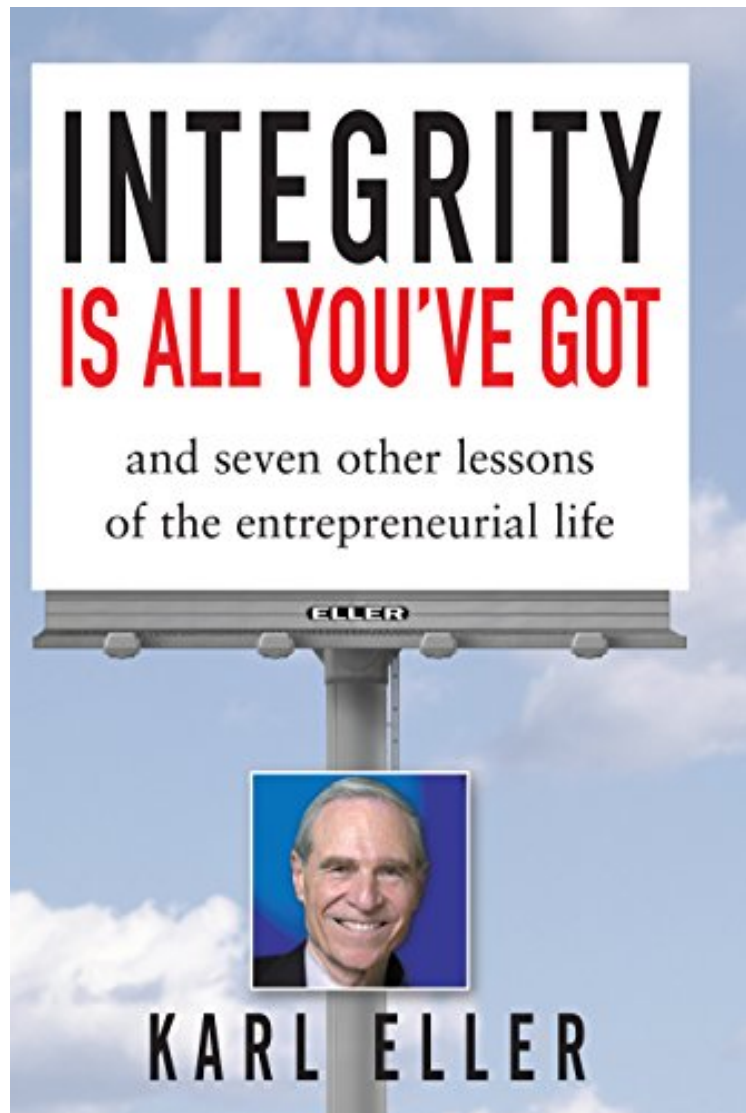


Integrity is All You've Got

Karl Eller

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Karl Eller : Integrity is All You've Got before purchasing it in order to gauge whether or not it would be worth my time, and all praised Integrity is All You've Got:

0 of 0 people found the following review helpful. Catchy title, but not much else. By Angielpn Not quite the interesting story I anticipated. I'm not sure the average person, working their way up in the business world could prevail time and time again without the "something" behind them. It's m-o-n-e-y! There are "gaps" in the story which are a give away that there is much more than "integrity" that allowed the author to prevail. 0 of 0 people found the following review helpful. INTEGRITY MATTERS By Kerry S. Mckendall This is a good book with great ideas. The author touches on most of the necessary attributes necessary for becoming a success both in business and in your life. I enjoyed the

personal feel of the book as the author takes us through his personal life as opposed to preaching what to do and how to do it. Enjoyable read. 0 of 0 people found the following review helpful. interesting man - poor writing
By Fredrik Nielsen
Content is fine, but Writing quality not the best. All is forgiven though since Karls lifestory doesnt need silk wrappings.

An advertising hall-of-famer and business legend reveals the secrets of his success Best known for conceiving the idea of outdoor advertising, Karl Eller embodies the spirit of American entrepreneurship at its finest. Integrity Is All You've Got is the chronicle of a singular life in business and all its "chills, thrills, deals, risks, gambles, crash landings, and miraculous recoveries." Readers get: A first behind-the-scenes look at the life of a business legend Powerful lessons that managers and entrepreneurs can apply Eller's guiding principles for racking up successes and recovering from "crash landings" that center on the critical importance of integrity

About the Author
Karl Eller (Tucson, AZ) is chairman and CEO of The Eller Company. Over the course of his more than 50 years in business, he founded several highly successful businesses and served as president and CEO of Columbia Pictures Communications and the chairman and CEO of Clear Channel Outdoor. An alumnus of the University of Arizona as well as a philanthropist, the Eller College of Management is named after him. He was recently inducted into the Advertising Hall of Fame.