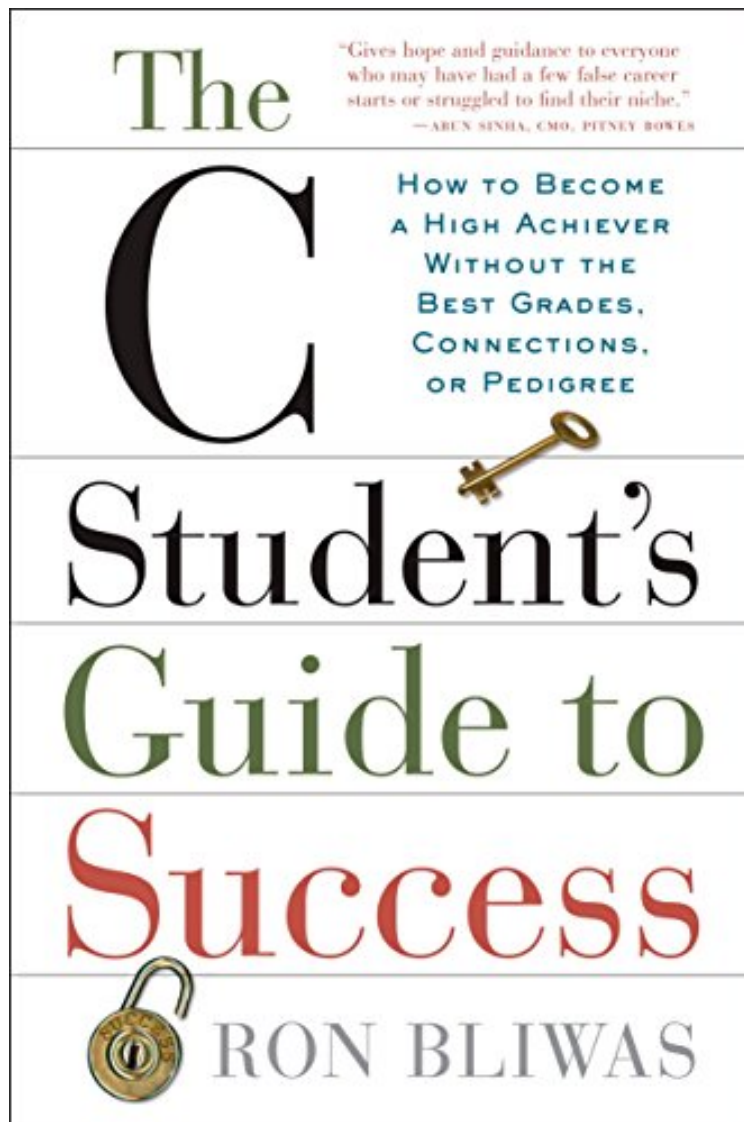


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The C Student's Guide to Success: How to Become a High Achiever Without the Best Grades, Connections, or Pedigree

Ron Bliwas

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Ron Bliwas : The C Student's Guide to Success: How to Become a High Achiever Without the Best Grades, Connections, or Pedigree before purchasing it in order to gage whether or not it would be worth my time, and all praised The C Student's Guide to Success: How to Become a High Achiever Without the Best Grades, Connections, or Pedigree:

1 of 1 people found the following review helpful. C Student ApprovesBy K. StancilThis book is for anyone who needs

guidance on what it takes to become successful right out of college. Because of today's poor job economy, it takes more than a degree to achieve success or acquire a job. It takes a specific skill set you do not learn from a classroom. If you are someone who have not yet applied or developed skills that pertain great work ethic you will use this book as your guide to learn the skills. The author, believes that C students have the ability to perform under pressure and find ways to be achieve success when they need to. The attitude of doing enough to get by however is not going to equate success in the professional field. Bliwas will help you learn what it takes to be successful by demonstrating the methods used by prominent and successful individuals. Overall, this book is a must read to give anyone the edge in finding jobs and excelling in that field.0 of 0 people found the following review helpful. Easy read that has some good pointers worth discussingBy Oscar MedinaRon Bliwas does a great job of breaking down the hardships C students face throughout their careers and provides 9 steps to overcome these hurdles and be successful. His personal story and those of other c students he profiles make his assertions relevant, while his writing makes the book an enjoyable read.0 of 0 people found the following review helpful. Five StarsBy vAwesome book!

A very practical, step-by-step guide to career success for those who lack top grades or family connections. Some people graduate from college, and employers covet them: They are the best and the brightest, with stellar grades and great connections, able to land their dream jobs with major corporations right after school. This book is not for those people. In *The C Student's Guide to Success*, leading advertising executive-and former C student-Ron Bliwas presents a program of ten can't-fail principles for climbing to the top using your brains and talents-rather than family connections or fancy degrees. Bliwas uses real-world stories of business leaders, revealing how they identified and overcame their own weaknesses, and vaulted ahead of peers who had money and family connections. In surveying the come-from-behind success stories of his subjects, Bliwas provides creative, insightful, down-to-earth advice for new graduates, the recently employed, and those with a few false starts under their belt. In ten simple chapters, Bliwas teaches you how to: _ Make the most of many mentors_ Trust your instinct_ Strive to be a better person than employee_ Take responsibility seriously_ Master the art of purposeful learning_ Take advantage of unexpected opportunities_ Sell what you believe_ Go where the stars aren't_ Be a smart risk-taker_ Overcome straight-line thinking Bliwas encourages readers to embrace unconventional strategies, unexpected opportunities, and their own instincts, and to realize that opportunities for career growth exist everywhere-not just on the traditional path to job advancement.

About the Author Ron Bliwas is the president and CEO of A. Eicoff Company, a division of the leading advertising agency Ogilvy Mather, where his clients include America Online, Kimberly-Clark, and Chrysler. A pioneer of direct-response advertising, Bliwas is also the chairman of the Direct Marketing Association, and has been named on Crain's list of top Chicago businesspeople for the past eight years. He has appeared on 60 Minutes, and has been featured in *The Wall Street Journal*, the *Chicago Tribune*, *Advertising Age*, and *AdWeek*.