The Power of the Obvious: Notes from 50 Years in Corporate America, 2005, 189 pages, Aldo Papone, 0976651203, 9780976651208, Palo Alto Press, 2005

In this practical yet philosophical book, Aldo Papone, a senior advisor at American Express, collects his insights and personal experiences, famous quotes that have inspired him and his favorite stories in a business memoir that pulls no punches yet is filled with humanity. The Power of the Obvious perfectly captures what really counts in business in a way that teaches and inspires. What really counts are things we all once knew but need to be reminded of. Mr. Papone reminds us, sometimes bluntly, often humorously and always with the desire to bring us back to the power of the Obvious.

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