



Opportunity Knocking: Lessons from Business Leaders

Lori Ann LaRocco

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Known as the producer with the trillion-dollar Rolodex, Lori Ann LaRocco knows how to get business leaders and entrepreneurs to talk. Many of the world's most well-known executives are so trusting of LaRocco, senior talent producer at CNBC, that she consistently gets scoops on billion-dollar deals before anyone else. In her newest book, *Opportunity Knocking*, LaRocco uses her close relationships with these organizational leaders to tell their stories—many of which have never been previously revealed, but offer brilliant insights into their minds.

In *Opportunity Knocking*, readers will learn the full stories and secrets of success from some of the world's smartest, most innovative leaders, such as Ford CEO Alan Mulally's strategy for creating a culture of promise that revitalized the American auto industry. This book provides real-world examples from leaders like Mulally and turns them into actionable, proven strategies for identifying and acting on opportunities.

What makes *Opportunity Knocking* stand apart is the diversity of individuals who offer real-world strategies and advice instead of just one person's opinion or vision. From the assembly line to the C-suite, *Opportunity Knocking* will provide both inspiration and a blueprint for achieving success by recognizing the right opportunity—and seizing it.



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