



Book Review for BBC's Sales Newsletter
And you thought you were screwed up!
By Dan Beaulieu

Testosterone Inc.
Tales of CEO's Gone Wild
By Christopher Byron

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John Wiley & Sons
402 pages with notes and index
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There are no two ways about it this book is just plain fun. In fact it is the funniest and most enjoyable business book I have read in a very long time. The author Christopher Byron (also the author of Martha Inc,) has a ball taking the mask some this country's "most successful CEO's. If you want to know what it takes to be a business hero in this country today you've got to read this.

Byron profiles the dark side of Jack Welch, Dennis Kozlowski, Ron Perelman and Al Dunlap showing us what these "heroes" are really like. If you suspected that these guys were as bad if not worse than you thought they were you're in for a surprise, they are worse than you would have ever imagined. In every case there has been at least one mean spirited and very ugly divorce, actually more of a brutal dumping of one old and worn out wife for a new model. The rejection of children and the denial of any form of real family life completes the picture. This book paints a picture of each individual that is completely different from the one you see on TV brought to you via an interview with Babs Walters or little Kathie Couric.

We learn how Jack Welch has re-invented and embellished just about everything in his life from his golf game, to his sexual

proWess to his second wife's background. In the first edition of **Jack Straight from the Gut** he tells us she comes from a family of farmers and in the second newly revised edition her father is a lawyer.

We learn how Revlon CEO Ron Perelman took his wife for a \$1.4 million dollar ride, his girl friend on a ride to Paris and finally the American public for a huge ride down the creek as he build his fortune by doing business with the Boesky's and the Milken's and other well known jail birds.

We learn how Chainsaw Al Dunlap liked t0o hold a knife to his first wife's throat telling her the he always wondered what human flesh tasted like.

That these guys are not nice guys is no surprise. That this gossipy is fun and entertaining is all well and good but there is a far more serious side to this sad state of affairs (no pun intended), and that is that Wall Street applauds egomaniacs; Wall Street loves guys who are willing to sacrifice hundreds hell in the case of these guys thousands and hundreds of thousands of jobs for the sake of the bottom line. And as we learn with the clear vision of hindsight in all cases and I do mean all cases these guys' so called business success's were really more of a case of a temporary shell game...all smoke and mirrors. Don't get me wrong, I know that they were the heroes of Wall Street, but so what, at the end of the day what did that have to do with the good of mankind...what did that have to do the good of society and finally what did it have to do with the long term good of the economy?

Closer to home the same things applies. Just about every time a PCB company has hooked itself up with investors and Wall Street disaster has prevailed. At the very best a small number have benefited greatly while thousands have suffered. Think about it. Where are our great companies? Where are the Hadco's and

the Zycons? Where are the US Sanmina's and Viasystems?
Where have they gone? They have all disappeared, victims of the
greed and egos of a few at the detriment of many.

Anyway if you want to read about the guys you love to hate,
pick this one up and have a good laugh.

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