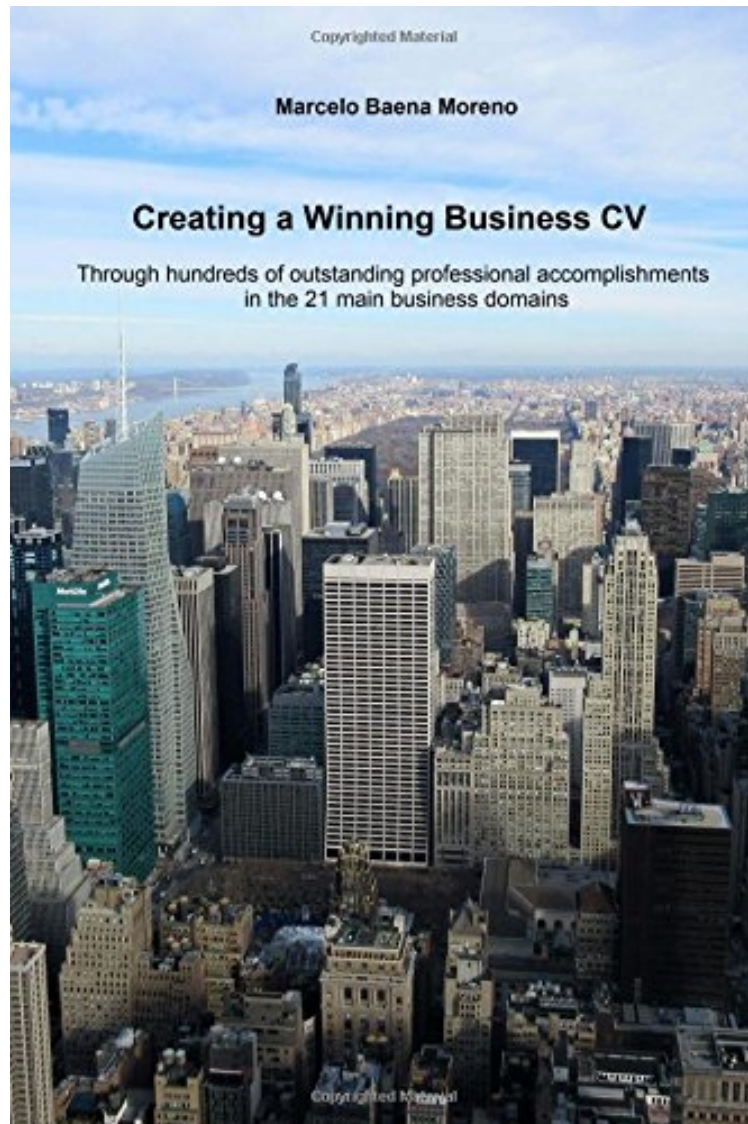


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This first edition of *Creating a Winning Business CV* was written to guide students and graduates about what professional accomplishments in business are possible, desirable and preferable to promote them to current and potential employers. The main advantage of the book is that it states directly the teachings, and invites the reader to adapt them to his or her own CV. Across the publication, the professional accomplishments are proposed in the 21 main business subjects: Corporate Governance, Strategy, Business Administration, Organizational Culture, Law, Operations Management, Negotiation, Marketing, Foreign Trade, Supply Management, Human Resources, Organizational Behavior, Accounting, Credit Management, Finance, Economics, Insurance, Quality Management, Environmental Management, Social Responsibility and Real Estate. Well, to be the owner of a *Winning Business CV*, having one or more of these subjects is enough, and within them the majority of subtitles and the majority of professional accomplishments are expected, in case you wish to present a detailed CV, or a selection among these accomplishments, in case you intend to present a one-page CV.

About the Author
Occupying important executive positions at outstanding companies both domestically and internationally, the author wrote this book while he was carrying out, in the last 20 years, a good deal of the professional accomplishments that the book presents. His academic background consists of the Civil Engineering course (Universidade Estadual de Campinas) and the Master in Air Transport and Airports (Instituto Tecnológico de Aeronautica), in Brazil.