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TIME

APPOINTMENTS

Impressive titles are more than cheap

More and more organ-izations are doling out impressive-sounding job superlatives such as 'chief'. One reason is to stop key executives from leaving, according to Michael Jalbert, presi-

Middel Jalbert, prosierise from the marketine are her und except a comparing to the president and security of the president and the continuation of the continuation of

team. Many top execuer smilts fast enough tives have more autonosuch as increase market

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Allekt crossless that organizations with fast
Chief' titles are lext used structures. Inserting of fer prestipe in new
sond structures of the other of the deservioffer prestige in name only. If the job obean't also bring added respon-sibility and recognition,

tion is critical," said Jalbert. "Mere titles won't soffice in the long term." Celebrity CBOs Becative titles,

ards and personal self-belief are inter-twined. Mathew Hayward of the Haysard of the University of Chlorado at Bulder and co-sarthors Violina Rimbus and Timethy Bullock of the R. H. Smith School of Business at the University of Marylard at Chilege Rark published an irrajuing paper "Bulieving One's One Press: The Causes and Consequences of Chilege Rark published an irrajuing paper "Bulieving One's Consequences of Chilege Rark published and press: The Causes and Consequences of Chilege Rayland Press The Causes and Consequences of Chilege Rayland Press Press

Own Press: The
Causes and
Consequences of CEO
Celebrity, "in the July
2004 issue of Strategic Management Journal. In this paper they pointed to the unhealthy relationship between CEOs' belief in themselves an belief in themselves and the way they were writ-ten up in the media. They argued that exec-utives should not believe their own press because it tended to become bad news for this correlation.

Hayward, who has since written a book on the same theme (Bgo Check: Why Executive Hubris is Wrecking Hibris 18 Wrecking Companies and Careers and How to Avoid the Trap), journal-its of ten create an inflated image of CBOs by attributing their cuganizations' positive performances solely to their CEOs' strategic actions. The trouble begins, said Hayward, when they start to believe the hype.

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The Human Resources Manager Associated Motorways Ltd 185, Union place, Colombo 2

email: hr@amwltd.com: