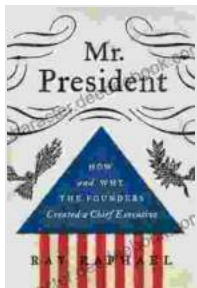


# How and Why the Founders Created Chief Executive

Chief Executive was founded in 1977 by Marshall Loeb, the former managing editor of Fortune magazine. Loeb envisioned a publication that would provide in-depth coverage of the business world and its leaders.



## Mr. President: How and Why the Founders Created a Chief Executive by Ray Raphael

★★★★☆ 4.5 out of 5

Language : English  
File size : 3524 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 338 pages  
X-Ray for textbooks : Enabled



At the time, there were few publications that focused on the business elite. The Wall Street Journal and Barron's were primarily concerned with financial news, while Forbes and Fortune tended to focus on the personal lives of CEOs and other business leaders.

Loeb believed that there was a need for a publication that would provide a more serious and in-depth look at the business world. He wanted to create a magazine that would be read by CEOs, other business leaders, and

anyone else who was interested in the latest developments in the business world.

The first issue of Chief Executive was published in January 1978. The magazine quickly gained a reputation for its in-depth reporting and analysis of the business world. Chief Executive has been praised by critics and readers alike for its quality journalism and its commitment to providing readers with the information they need to succeed in business.

## **The Founding Team**

In addition to Marshall Loeb, the founding team of Chief Executive included:

- **Alden M. Kracht**, the former editor of Fortune magazine
- **Carol J. Loomis**, the former managing editor of Fortune magazine
- **George J. W. Goodman**, the former editor of Forbes magazine
- **Robert J. Flaherty**, the former editor of Business Week magazine

The founding team of Chief Executive was a group of experienced and respected journalists who were committed to creating a publication that would be the leading source of information for business leaders.

## **The Mission of Chief Executive**

The mission of Chief Executive is to provide its readers with the information they need to succeed in business. The magazine covers a wide range of topics, including:

- Leadership

- Strategy
- Finance
- Marketing
- Technology
- Innovation

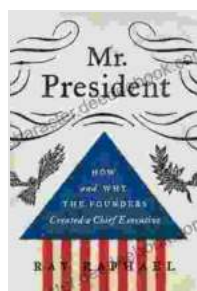
Chief Executive also provides its readers with in-depth profiles of business leaders and case studies of successful businesses.

## The Impact of Chief Executive

Chief Executive has had a significant impact on the business world. The magazine has helped to raise the profile of business leaders and has provided readers with the information they need to make informed decisions.

Chief Executive has also been a platform for thought leadership. The magazine has published articles by some of the world's leading business thinkers, including Michael Porter, Peter Drucker, and Warren Buffett.

Chief Executive is a trusted source of information for business leaders around the world. The magazine is essential reading for anyone who wants to stay ahead of the curve in the business world.



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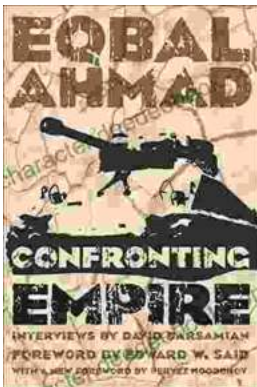
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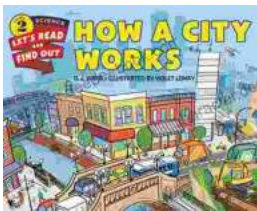
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