

The CEO

A new business thriller by Peter Ralph

Douglas Aspine knew that being CEO of a public company was twenty times more lucrative than winning the lottery. He was forty-five and time was running out when fate dealt him an unexpected opportunity.

The company was old, staid and well-respected but it was underperforming and Aspine was determined to turn it around no matter who he had to crush or how many toes he had to stand on.

Soon he was at war with the company's employees, unions, suppliers, financiers and co-directors but nothing was going to stop him. Not his chairman, not his wife, not his mistress, not the anonymous death threats and definitely not the press.

Aspine could almost taste the glory, the riches and peer recognition he'd craved for so long. He knew he had countless detractors and enemies who he contemptuously labeled "losers" and paid no heed to. Would this prove to be a miscalculation of monumental proportions or would he prevail?

THE AUTHOR

Peter Ralph spent his early business life as a chartered accountant, specialising in corporate recoveries and reconstructions. In the mid 1980s he became CEO of a mid-sized private company which was successfully floated as a public company in 1994. Subsequently Peter became a share and derivatives trader and continues in that field today. In addition to the financial markets and writing, he has a keen interest in squash, tennis, golf and snow skiing. The breadth and duration of his business career has provided him with a background and insights well-suited for writing suspense based business novels.



"The CEO is a pacy business thriller reminiscent... of some of John Grisham's books. It is the story of how this aggressive, greedy and ambitious man lies, cheats and manipulates his way to the CEO position of an underperforming public company, and what he does once he gets there. It's a tale of mass sackings, intimidation, insider trading, infidelity and unscrupulous behaviour - and that's just the start. Populated by thinly veiled versions of Australia's most notorious white-collar criminals, its a page-turner about the dark side of the corporate world, and it makes compulsive reading."

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