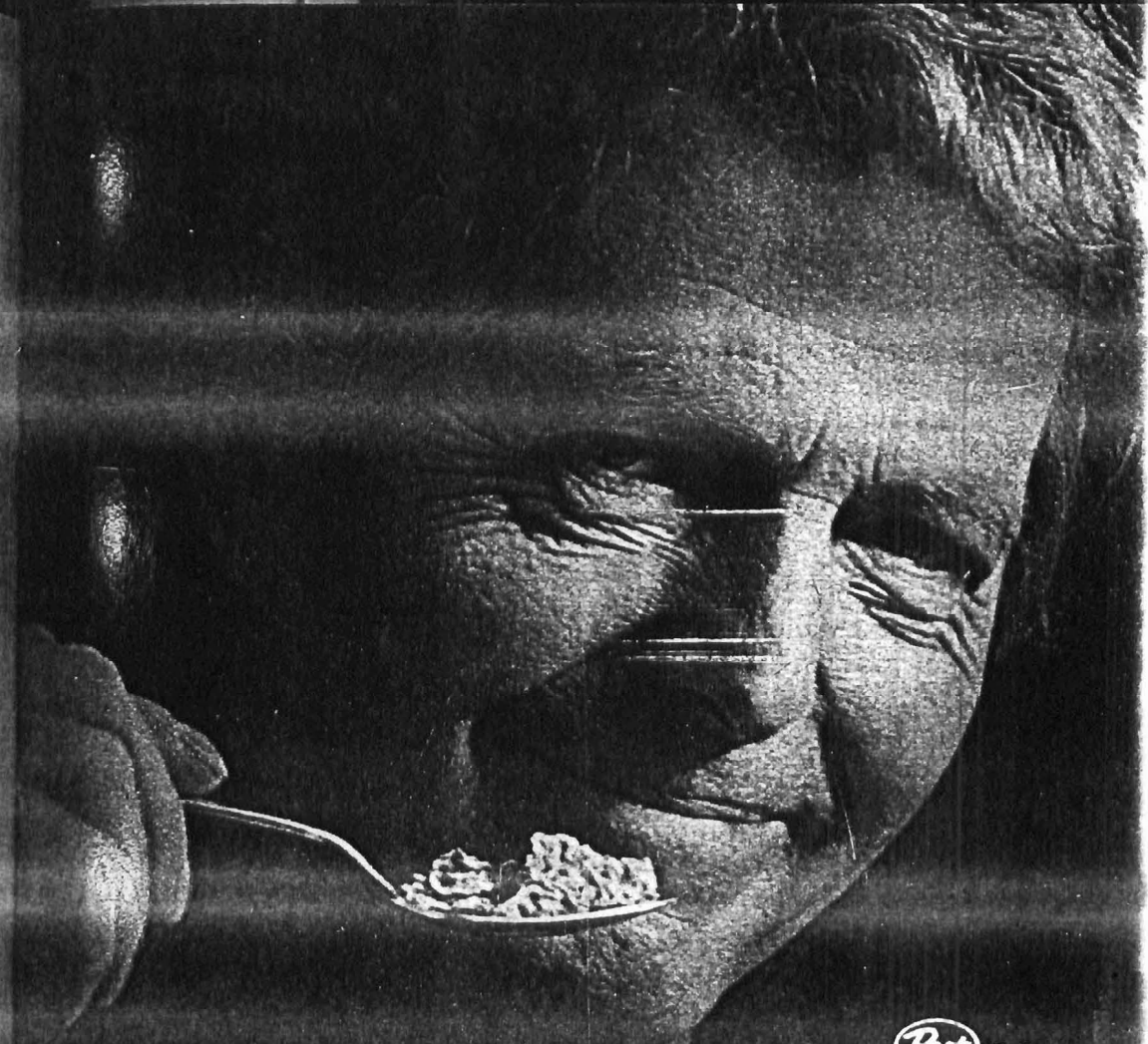


82C

IS TICK?

in the first place, but it is not  
 motivates them to reach the  
 top. Power is.  
 Some top businessmen are quite  
 about their addiction to pow-  
 aw word that does not sit very  
 with the inhabitants of a de-  
 acy. John Weller Hanley,  
 executive of the Monsanto  
 pany, recalled that even as a  
 ager he felt the urge to per-  
 people to do what he wanted  
 to do. Working at a soda  
 ain, he would pressure his  
 mers into taking an egg in  
 malted-milk shakes. Donald  
 on Frey worked his way up to  
 p vice president at Ford by age  
 but that wasn't enough. "I just  
 to run a whole business," he  
 ins. He left and eventually  
 ne chief executive of Bell and  
 ell, a mere fraction of Ford's  
 —but the fraction was all his.  
 ne whole system of executive  
 usites—tangible evidence that  
 tycoon is someone special—is  
 red to the tycoon's need for  
 er. There are company jets to  
 him to the far corners of his  
 ire and helicopters to fetch him  
 his summer home. If he needs  
 w suit or a haircut, the tailor or  
 barber will come to him.  
 ycoons are extremely competi-  
 and take intense pleasure in  
 ing. People who disdain or  
 competition never get very far,  
 use business really boils down  
 an endless series of hard-fought  
 ests.  
 is study no coincidence that a

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