



old job, new tricks

How CEOs learn the latest

Even at the very top, learning never stops. In today's rapidly changing marketplace, CEOs need to keep current with industry trends, business news and personal leadership development. These executives told SmartCEO how they stay up to date.



ADA POLLA,
president and CEO,
Alchimie Forever

I read every business publication, maybe not start to finish, but I leaf through most, and I read some cover to cover. The most important for my industry is *Women's Wear Daily*. I also read consumer beauty publications, such as *Allure Magazine*, which are as important. I attend tradeshows, during which I go to conferences and talks but also make an effort to be asked to speak. There is nothing like having to prepare a presentation to give to one's industry peers to make sure I am well versed in the industry's latest developments.