

**Tough Things First: Leadership Lessons From Silicon Valley's  
Longest Serving CEO (Business Books)**

**By Ray Zinn**

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pleased if you come back again and again.

Zinn is the longest serving CEO of any public Silicon Valley company. He authored the book, "Tough Things First – Leadership Lessons from Silicon Valley's Longest Serving CEO," which earned him a doctorate degree in business administration from San José State University in 1968.

[svu.edu/news/2015/longest-serving-silicon-valley-ceo-to-speak-nov-6/](http://svu.edu/news/2015/longest-serving-silicon-valley-ceo-to-speak-nov-6/)

The Habits of Successful People: They Do The Painful Things First Before I became an entrepreneur, I went to business school. While studying for my MBA, there was one lesson that I learned which has proved to be useful over and over again in my life. . He is the longest serving CEO in Silicon Valley.

<https://blog.bufferapp.com/the-habits-of-successful-people-they-do-the-painful-things...>

Startup CEO: A Field Guide to Scaling Up Your Business, + Website. Item : 691151 Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO, Hardcover (9781259584176). Item : 2196437 Publisher: Warner Books; Language: English; ISBN -13: 978-0446673075. \$14.69. Each. 1.

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To say Ray Zinn understands business, e. Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO Silicon Valley pioneer Ray Zinn, CEO of top microchip company Micrel for 37 years. This book is not yet featured on Listopia. Ray -- the longest serving CEO in Silicon Valley -- is in many ways the

<https://www.goodreads.com/book/show/26081278-tough-things-first>

This is a key passage in Tough Things First, the entrepreneur and leadership to a business leader; Cash is king: The discipline of cash feels like adversity, but it is a Ray will have some of his Tough Things First books available for purchase was the longest serving CEO of a publicly traded company in Silicon Valley.

<https://californiaconsultants.org/.../annual-cnsv-dinner-meeting-success-through-adver...>

But one thing is certain: As business technologies and processes evolve, their long-standing, top-down, my-way-or-the-highway management It doesn't serve us." who has mined leadership styles in a series of bestselling books. you'll see a lot more stuff going on with leadership in Silicon Valley.

<https://www.entrepreneur.com/article/225804>

Tough Things First : Leadership Lessons from Silicon Valley's Longest-Serving CEO (MP3-CD) (Ray Zinn) Author: Ray Zinn; Genre: Business + Money Management; Book format: mp3\_cd; Language: english; Number of Pages: 1823; Street

<https://www.target.com/.../tough-things-first-leadership-lessons-from-silicon-valley...1...>

December 2, 2015 - Longest Serving Silicon Valley CEO Ray Zinn & Sales Guru Michael Krause on School for Startups Radio - learn to start a low risk business. of Tough Things First: Leadership Lessons from Silicon Valley's Longest Moe Carrick, Cybercrime Mike Ahmadi & 100 Million Books Sold!

[schoolforstartupsradio.com/2015/12/ray\\_zinn\\_michael\\_krause/](http://schoolforstartupsradio.com/2015/12/ray_zinn_michael_krause/)

In Tough Things First, Ray Zinn--the longest serving CEO in Silicon Valley and former CEO of Micrel Corporation--argues that the most effective entrepreneurs

[www.bizsum.com/summaries/tough-things-first](http://www.bizsum.com/summaries/tough-things-first)

Promise Phelon, CEO of TapInfluence, is living this reality running the So what's it like to run a SaaS startup in Silicon Valley from the challenges was the "culture shock" — she learned the hard way that I'm a first here at SaaS. . the things I said is, one of my lessons is, who I hire as my leadership

<https://www.saastr.com/promise-phelon-ceo-tapinfluence-venture-backed-ceo-lessons-...>

Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn

<https://www.pinterest.com/pin/409123947380363047/>

None of these men was a saint, but long after their personalities are forgotten, One of the last times I saw him, after I had finished writing most of the book, So I think the real lessons from Steve Jobs have to be drawn from looking at "Simplicity is the ultimate sophistication," declared Apple's first marketing brochure.

<https://hbr.org/2012/04/the-real-leadership-lessons-of-steve-jobs>

This year, we witnessed trailblazing CEOs push gender and diversity By Lydia Dishman long Read to see that 2015 was filled with object lessons in leadership. Recently named Time Magazine's Person of the Year (the first woman . did admirable things this year on The 2015 Silicon Valley Nice List

<https://www.fastcompany.com/3054777/the-10-best-and-worst-leaders-of-2015>

This Q&A offers lessons learned by Ray Zinn, based on his Q&A with Ray Zinn, Co-Founder of Micrel, and Silicon Valley's Longest Serving CEO book, Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving years, I have actually been in the semiconductor business since 1963.

[www.aprison.com/.../qa-with-ray-zinn-co-founder-of-micrel-and-silicon-valleys-longes...](http://www.aprison.com/.../qa-with-ray-zinn-co-founder-of-micrel-and-silicon-valleys-longes...)

Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO (Business Books) by Zinn, Ray and a great selection of

<https://www.abebooks.com/book.../tough-things-first-leadership-lessons/.../ray-zinn/>

Business Masterpiece" Tough Things First "by Longest Serving CEO of chasing investors, this book presents the mature and rational perspective of what Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO.

<https://www.facebook.com/enterpriserunleashyou/>

Tough Things First : Leadership Lessons from Silicon Valley's Longest-Serving CEO (Hardcover) (Ray Zinn) Silicon Valley legend Ray Zinn, CEO of top microchip company Micrel for 37 years, shows entrepreneurs In this insightful, no-nonsense book, he tells it like it is—drawing from his vast experience and contrarian

<https://www.target.com/.../tough-things-first-leadership-lessons-from-silicon-valley...l...>

Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO from Silicon Valley's Longest Serving CEO (Business Books) Hardcover

<https://www.amazon.com/Tough-Things-First-Leadership-Business/dp/1259584178>

The biggest lesson Flywheel CEO learned from getting fired After Tucker Max started his business, Book in a Box, in 2014, Tucker Max attends the premiere of 'I Hope They Serve Beer In Hell' in "At first I was like f--- you," admits Max. Top Silicon Valley CEO coach: This is what separates the good

<https://www.cnbc.com/.../why-tucker-max-had-to-fire-himself-as-ceo-at-his-own-start...>

Tough Things First : Leadership Lessons from Silicon Valley's Longest-Serving CEO The author draws from his years as CEO of Micrel to provide advice to

<https://malaysia.kinokuniya.com/bw/9781522690412>

Amazon.in - Buy Tough Things First: Leadership Lessons from Silicon Valley's Longest-Serving CEO book online at Zinn is in the process of launching a Silicon Valley accelerator that will help business visionaries build profitable, enduring

<https://www.amazon.in/Tough-Things-First-Leadership-Longest-Serving/.../15226904...>

Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO As the trailblazing founder and CEO of Micrel, Inc., Ray Zinn has relied on his In this insightful, no-nonsense book, he tells it like it is—drawing from his vast Using a tough-love approach to business and life, Zinn tells leaders about the

<https://www.mheducation.ca/.../tough+things+first:+leadership+lessons+from+silicon+...>

Our collected list of 2016's best business books compiles 19,064 Success by William Brennan (CEO of Kalologie) – September 2016 Told from his perspective as a Harvard-trained lawyer and Silicon Valley executive-turned-student . Be Bad First: Get Good at Things Fast to Stay Ready for the Future

<https://www.zenefits.com/blog/best-business-books-entrepreneurs-must-read-2016/>

"Tough Things First" Interview with The Longest Standing CEO In Ray Zinn is the longest standing CEO

<https://www.youtube.com/watch?v=iJkpSTVs13Q>

For enterprise SaaS serving a larger amount of influential customers, . The First Rule Of Disruption .. In the grand scheme of things, as long as you're getting a fair deal, Just as the CEO is the investor's interface to a business, the . I've worked in Silicon Valley for quite awhile now, and a lot has

[onstartups.com/all](http://onstartups.com/all)

In 2015, CEO Meg Whitman finally gave up on trying to recapture HP's A new book argues that Silicon Valley companies should study how “the HP in good times but became problematic when things got tough. oversaw HP's long, difficult march into the computer business in the 1970s and 1980s.

<https://www.technologyreview.com/.../four-lessons-for-silicon-valley-from-its-first-sta...>

Scott tells Business Insider. The job paid \$6 a month, which let her buy one thing: a bag of potatoes. But it was tough to get Russians to quit their safe government jobs to come She learned the first lesson of "radical candor. She left Apple University to write a book about it, "And this book is getting [www.businessinsider.com/kim-scott-ceo-coach-of-silicon-valley-2016-4](http://www.businessinsider.com/kim-scott-ceo-coach-of-silicon-valley-2016-4)

Ray Zinn on Why He Always Does the Tough Things First loss of eyesight, and run a consistently profitable semiconductor business, even Working on promoting my recent book published by McGraw Hill, Tough Things First while for all 37 years, making me the longest serving CEO in Silicon Valley. [foundersguide.com/ray-zinn-interview/](http://foundersguide.com/ray-zinn-interview/)

If there were ever a pair of outliers in the hallowed portals of Silicon Valley, the D. Zinn has the unique distinction of being Silicon Valley's longest serving CEO, after 37 the same – there is no company like Micrel ... and no leader like Ray Zinn! He learnt tough lessons early, and his survival depended upon learning to [www.anupartha.com/.../transformationalleadersstories/i-like-to-do-the-tough-things-fi...](http://www.anupartha.com/.../transformationalleadersstories/i-like-to-do-the-tough-things-fi...)

Ray Zinn is Silicon Valley's longest serving CEO (Image courtesy of book Tough Things First: Leadership Lessons from Silicon Valley's Longest An Unconventional Model: We're In The People Business (And So Are You) <https://www.forbes.com/.../tough-things-first-steps-for-instilling-the-discipline-that-de...>

What are the top three warning signs your business is in trouble? we're here with Ray Zinn, the longest serving CEO in Silicon Valley and a hearty good morning to you, Ray. . Ray Zinn: Also, buy the book, Tough Things First. .. entrepreneur, author, thought leader, speaker or leader in their field. <https://player.fm/series/tough-things-first/ceo-warning-signs>

Ray Zinn, the longest standing CEO of a public Silicon Valley company, Business he retires, and his book, "Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO," will be published on Nov. 3. [nypost.com/2015/08/01/micrel-ceo-ray-zinn-ends-37-year-run/](http://nypost.com/2015/08/01/micrel-ceo-ray-zinn-ends-37-year-run/)

Tough Things First, a book on management, leadership and entrepreneurialism by Ray Zinn, Silicon Valley's longest serving CEO. [toughthingsfirst.com/](http://toughthingsfirst.com/)