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# Celebrity CEO

While its OK to see some well placed article about a CEO in a business magazine, Wall Street Journal, or occasionally on the society page promoting a good cause, but when the CEO becomes a celebrity for something other than good performance it's probably time to reconsider your investment the company.

Unless the company is in the entertainment business there is very little value to be attributed to the company for the support of high-profile CEOs. These CEOs are often more interested in promoting their career than in promoting the company's products and services, and they are spending more time with their publicist than doing their job.