

# Post-Jobs Apple: New research shows Cook will do fine

August 26, 2011

## ***The Register:***

Forget about your Ivy League/Oxbridge/Harvard business school education, your connections or how many millions in personal funds you can plough into the business: the one thing you really need as a CEO is a big face, at least according to a new study to be published in journal *Psychological Science*.

Elaine M Wong of the University of Wisconsin-Milwaukee and her colleagues analysed photos of 55 male CEOs of publicly-traded Fortune 500 organisations and found that chiefs with a wider face, relative to face height, had much better firm financial performance than those with narrower faces. (And if you're wondering why this only applies to male CEOs, it is because the whole fat-face thing only works with men – apparently it has something to do with testosterone levels.)

According to Wong and her team, launching this study wasn't completely out of left field, because previous studies had shown big-featured guys were more prone to aggression, seen as less trustworthy and felt more powerful – and they thought these attributes could be a winning combination for CEOs.

Read the whole story: [\*The Register\*](#)