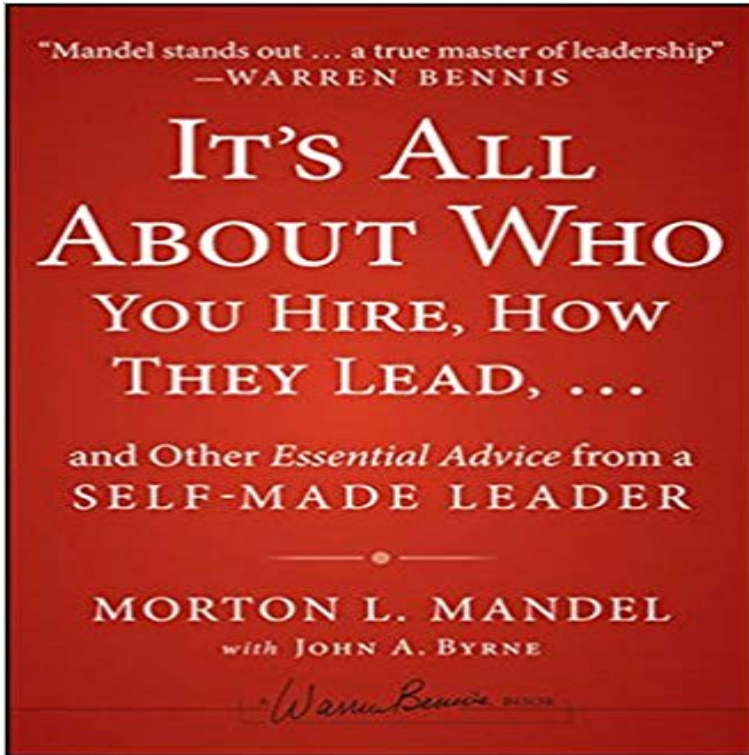


# Its All About Who You Hire, How They Lead...and Other Essential Advice from a Self-Made Leader



American business leader, entrepreneur, and noted philanthropist Morton Mandel shares lessons he gleaned from co-founding and leading, along with his brothers Jack and Joe, Premier Industrial Corporation, a major industrial parts and electronic components manufacturer and distributor. Now for readers everywhere who are interested in studying leadership development, *Its All About Who* describes Mandel's approach to finding, recruiting and cultivating A players. In his book, Mandel shares his fine-tuned set of practices to develop leaders that have proven to deliver dramatically better results. Containing sixteen core sections, *Its All About Who* covers key strategic topics from Building a Rich, Deep, and Ethical Culture to Killing Yourself for Your Customer to Using Business Ideas in the Social Sector. What makes Mandel unique is his selflessness in pursuing a life of purpose. Mandel has lived in two worlds: the world of profit and the world of social impact. Even as chairman and CEO of a New York Stock Exchange company for more than three decades, he spent as much as a third of his time in the social sector. Mandel has personally founded more than a dozen non-profit organizations. His deep-seated passion is evident in the mission of his Foundation: To invest in people with the values, ability and passion to change the world.

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