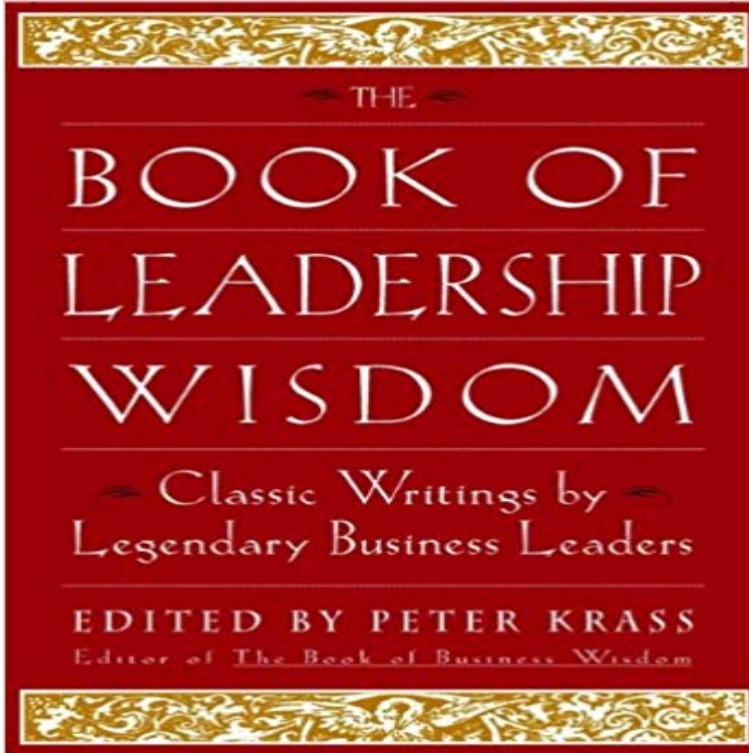


# The Book of Leadership Wisdom: Classic Writings by Legendary Business Leaders



Praise for The Book of Leadership Wisdom

For anyone who seeks to understand the nature of effective leadership, in all its many dimensions, this volume will prove invaluable. -Bob Wright President and Chief Executive Officer, NBC Pearls from The Book of Leadership Wisdom You must capture and keep the heart of the original and supremely able man before his brain can do its best. -Andrew Carnegie There's an old proverb that says: If you are planning for one year, plant rice. If you are planning for 10 years, plant trees. If you are planning for 100 years, plant people. To that I would add ... plant them, but don't forget to move them around every seven to ten years. New eyes give rise to new ideas and opportunities. -Michael Eisner You must realize that it is more than money that the men want, it is a sense of ownership. -William Cooper Procter You can manage inventory, you can manage things, but you must lead people if you want to tap their full potential. -Ross Perot T. Coleman du Pont, Andrew Carnegie, J. Paul Getty, A. Montgomery Ward, Thomas J. Watson, Jr., Akio Morita, Jack Welch, David Packard, Ray Kroc, Bill Gates ... they are among the most respected and influential business leaders of all time. Possessing a rare combination of business genius and true grit, these captains of industry have created unprecedented wealth for their companies and themselves, pioneered revolutionary new industries, and, in some cases, directly shaped the destinies of entire nations. Now, The Book of Leadership Wisdom affords you an unprecedented opportunity to hear, in their own words, what these immortals have had to say on the topic of leadership. The Book of Leadership Wisdom brings together the essays and speeches of more than 50 business legends, past and present. Never before have the writings of such a large and diverse group of legendary business leaders been collected between the covers of a book. From leading change to

dealing with adversity, creating vision to inspiring employees, the writings contained in this book span the whole range of essential leadership issues. For instance, you'll hear from Harold Geneen on the difference between leading and commanding, Daniel Guggenheim and William Cooper Procter on the advantages of a democratic workplace, Katherine Graham on the importance of credibility, Jack Welch and Ross Perot on leading in adversity, Ray Kroc on self-appraisal, and Ben Cohen and Jerry Greenfield on value-based leadership, to name just a few. For easy reference, the 52 essays contained in The Book of Leadership Wisdom are organized into eight categories covering leadership qualities, dealing with adversity, visions of progress, labor relations, company culture, habits and idiosyncrasies, motivating employees, and leading change. Each essay is preceded by a brief introduction that places it in historical perspective and offers interesting and insightful information about its authors life and career. And throughout each essay, passages have been highlighted that call attention to each contributors most pithy, profound, or quirky ideas. Offering timeless wisdom from the most successful business leaders ever, The Book of Leadership Wisdom is must reading for managers at every level, from the junior executive cubicle to the presidential suite.

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