

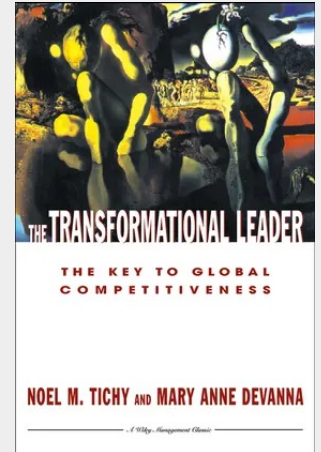
The Transformational Leader

The Key to Global Competitiveness

Das lehrreiche Buch jetzt als Paperback-Ausgabe! Hier lernen Sie, wie man Organisationen so umgestaltet, daß sie den Herausforderungen des Wettbewerbs auf einem immer härter umkämpften, globalen Markt begegnen können. Eine konkrete Anleitung zum Handeln für Manager und Studenten! Mit wertvollen Einblicken in Philosophien und Führungsstile bekannter Führungskräfte. (11/97)

How to transform an organization, based on fascinating, inside stories of major industrial companies and service companies (including Fortune 500 companies), aggressive smaller firms, and European companies. Provides insights into the styles and philosophies of leaders and executives who have transformed their companies, whether big or small, and offers practical advice on middle management's role in transforming large organizations.

Now in paper! The blueprint for instituting change used by America's top CEOs! THE TRANSFORMATIONAL LEADER Lee Iacocca is one. So is GE's Jack Welch. And Unisys's Michael Blumenthal. They're "transformational" leaders--a special breed capable of managing the kind of massive turnaround most U.S. companies will have to undergo in the next decade to stay competitive. But what makes them able to steer their huge organizations down new paths? The Transformational Leader gives senior executives and managers the answers, not by profiling personalities, but by dissecting the process of transformational leadership and giving managers specific ideas for transforming their own companies. Praise for The Transformational Leader. "I hope executives everywhere take the time to learn from this valuable book." --Rosabeth Moss Kanter, Harvard Business School author of The Change Masters and When Giants Learn to Dance "Takes its place in the first rank of books on leadership. It is a fascinating study of business leaders who actually accomplished major transformations. I learned a great deal from it." --John Gardner, founder of Common Cause and former Secretary of HEW



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