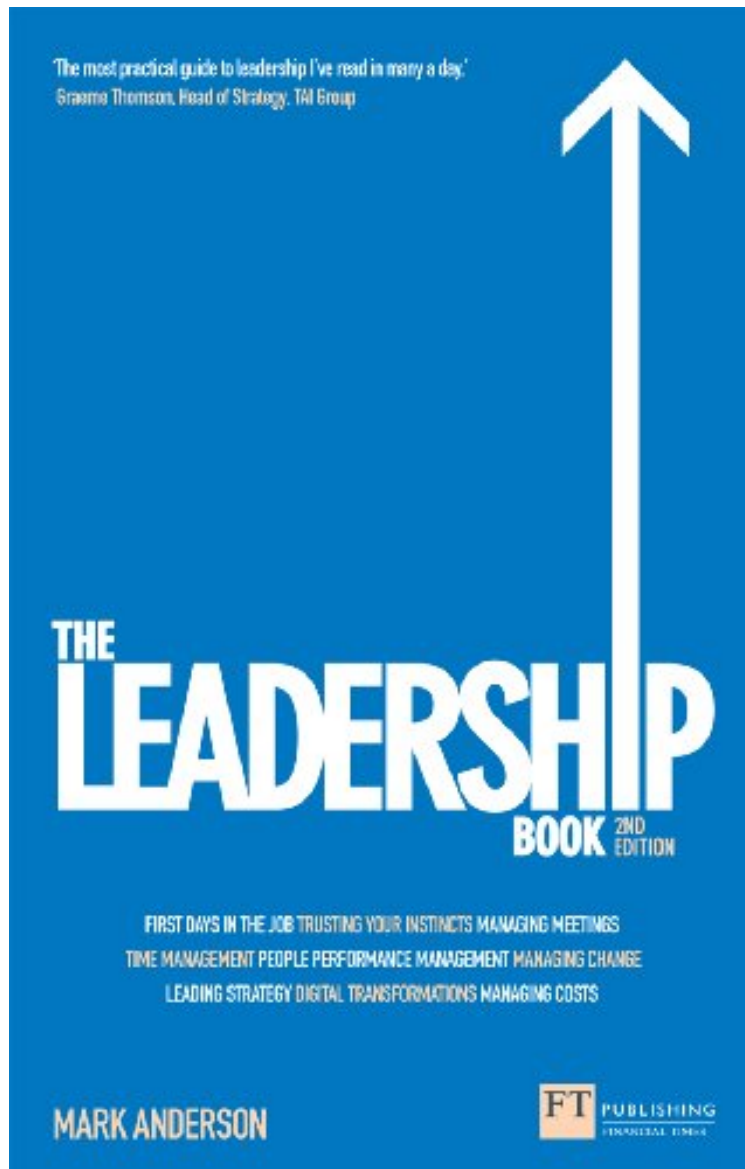


[FREE] The Leadership Book (Financial Times Series)

The Leadership Book (Financial Times Series)

Mark Anderson

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Mark Anderson : The Leadership Book (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Leadership Book (Financial Times Series):

The Leadership Book has a very clear structure which has been specially designed to make the 50 sections quick and easy to use. Each challenge is approached in the same way: Understanding the issue, key leadership actions to take, the measures of success and the pitfalls to watch out for. The areas covered include: Leading your strategy,

defining and managing your team, managing change and innovation, understanding the market, resolving conflict and communicating your vision. The Leadership Book offers fast effective solutions to pressing business challenges

From the Back Cover
FAST SOLUTIONS TO EVERY CHALLENGE YOU FACE
The Leadership Book picks out the top challenges you are likely to face on a daily basis and shows you how to maximise your own performance and that of your team in all of these situations. For each of these challenges this book pins down: Exactly what the issue is, the challenges it can throw up, key leadership actions for you to take, the measures of success, the pitfalls to watch out for. Clearly structured and easy to use, you'll find yourself referring back to The Leadership Book again and again. Updates to the second edition include new chapters on Leading change, Leading internationally, Leading efficiency and Leading digital innovation. Valuable and practical leadership advice from a practising leader. Kai Peters, CEO, Ashridge Business School
About the Author Mark Anderson has 20 years' experience of leading businesses. He is President, Strategy Business Development, Pearson International. He rejoined Pearson in 2007 after a ten-year period working in consumer goods and technology, having worked for Pearson from 1984 to 1997. He has lived and worked in London, Hong Kong, Malaysia, and received an MA from the University of Cambridge and an MBA from Ashridge Business School. He is the author of The Leadership Book (2010).