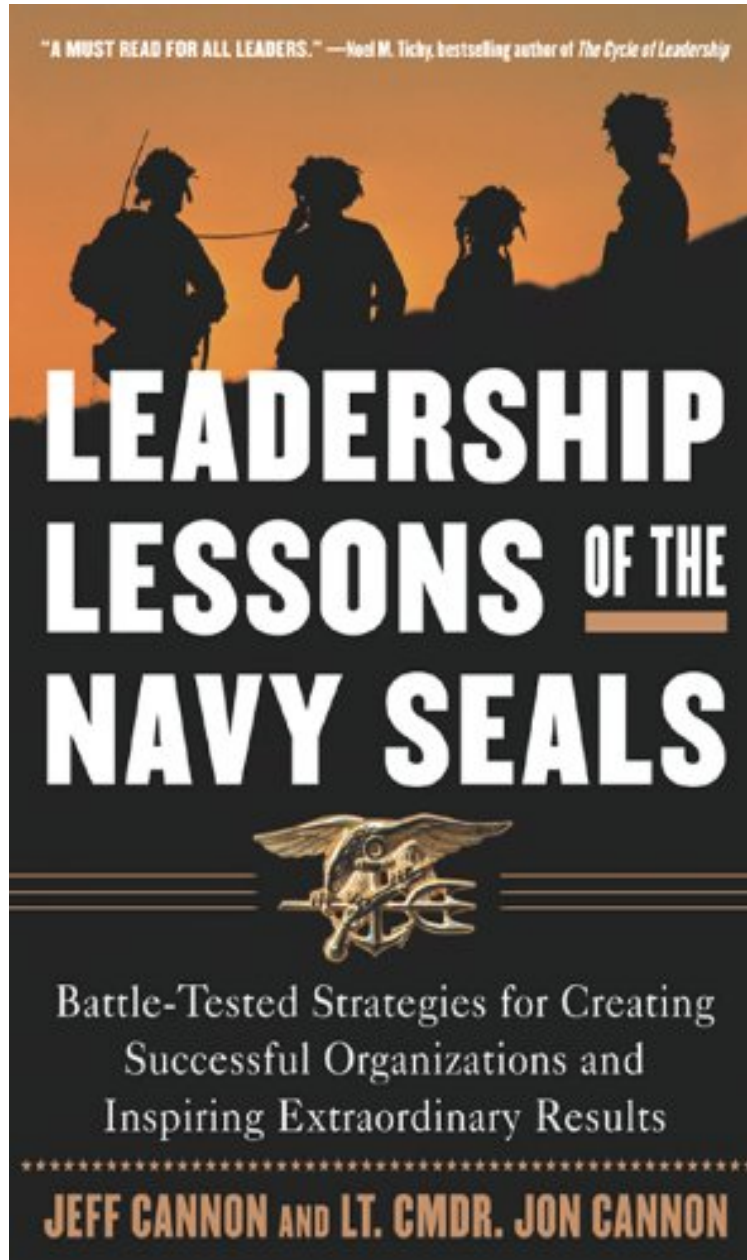


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The Leadership Lessons of the U.S. Navy SEALs

Jeff Cannon, Jon Cannon

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Jeff Cannon, Jon Cannon : The Leadership Lessons of the U.S. Navy SEALs before purchasing it in order to gage whether or not it would be worth my time, and all praised The Leadership Lessons of the U.S. Navy SEALs:

The authors of this book have reverse-engineered the leadership techniques and strategies used to lead SEAL teams in combat and applied them to the business world. The lessons they present—lessons that focus on the ability to create, manage, and lead effective teams—are as appropriate in the boardrooms of New York as they are on the battlefield. The book will teach leaders how to:

- Effectively communicate objectives in a way that builds loyalty, and educates and motivates your workforce.
- Construct and re-enforce organizational structures that optimize communication and decision-making processes.
- Acquire and keep essential team members without resorting to pay increases.
- Train and maintain an effective, market-leading team.
- Leverage team members to expand and contract a workforce rapidly without business risk.
- Turn an employee into a profit entrusting real-life stories from the front lines to illustrate their points as well as examples from the business world.

The book will provide valuable guidance to managers and leaders.