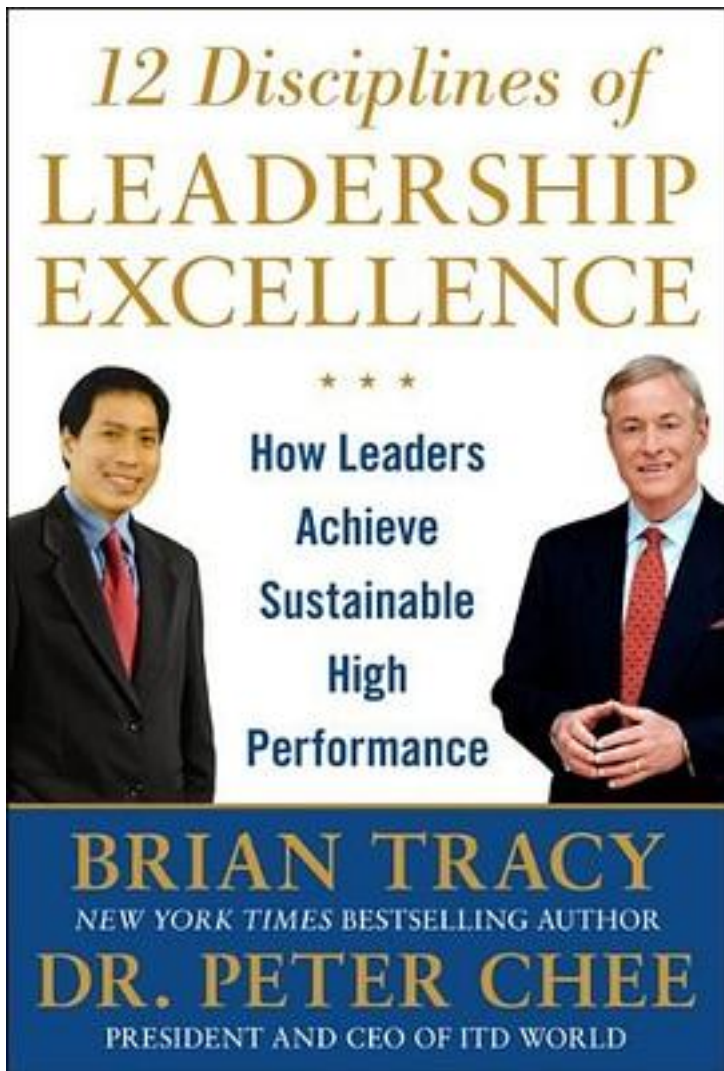


12 Disciplines of Leadership Excellence



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著者:Tracy, Brian; Chee, Peter;

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Master the 12 disciplines of powerful leadership and lead your organization to greatness. We've all heard the phrase "born leader." Leadership experts Brian Tracy and Dr. Peter Chee are here to debunk the myth that you either have it or you don't. That leadership is a talent bestowed on some and not on others. That in order to lead effectively, you have to have it in your genes. The authors assert that great leaders are made, not born. Everyone has the ability to shape himself or herself into the kind of person who enables and uplifts others to reach their highest potential - and in 12 Disciplines of Leadership Excellence, they reveal exactly how to achieve it. It all starts with discipline. In this groundbreaking book, the authors break down great leadership into 12 disciplines, including: clarity ...about who you are, where you are going, and how to get there; control ...build and bolster your sense of personal responsibility and self-mastery; character ...dedicate yourself to passionately build trust with honesty and integrity; competence ...commit to constant never-ending improvement and learning; caring ...because when you care, your people care in building great working relationships; and couragemoving out of your comfort zone to embrace change and make tough decisions. One at a time. Don't try to take on too much at once. You can choose a discipline and live it until it becomes a habit of excellence. Then move to the next one. It will take time - but all life-improving endeavors do. Read this practical, inspirational guide and every day you will take one more step to becoming a highly effective leader.

作者介绍:

博恩崔西是全球首屈一指的商业演说家和管理培训专家，同时也是当今世界上一位鼓舞人心的“大师”，已在60个国家开办了5000多场演讲。博恩获得C.P.A.E.美国演讲家最高荣誉，每年在美国国内和国外的听众人数达到45万人之多。他出版了60多本书，已被翻译成42种语言，畅销56个国家。其中包括《博恩崔西销售圣经》《销售中的心理学》《时间力》以及《博恩崔西口才圣经》等畅销经典。

彼得徐博士是顶级人力资源开发的跨国公司ITD世界的总裁兼首席执行官。拥有26年的培训和开发领导力经验，曾在80多个国家授课培训课程。作为杰克坎菲尔德和约翰.马克斯韦尔项目的高级指导教练和培训师，他还与杰克合著了《卓越教练型领导的30个顶级训练法则》。

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书评

朋友跟我说，她最近在网上入手了一本《销售圣经》很不错，推荐给我，所以，我第一次知道博恩·崔西，是从朋友家的书架上看到的。我确实被博恩·崔西独树一帜的观点吸引住了。难怪乎通用电器前CEO
杰克·韦尔奇给了他如此高的评价：“在销售这个领域中：我还没有见过博恩...

每个人内心都很有创造力。这是自然赋予你的一个天赋，让你能够处理好生活中的问题
和挑战。唯一的区别就是，一些人经常使用它们的创造力，另一些人使用得较少。一般
来说，受工作的驱使，一个人一年能产生4个新想法，只要他/她勇于去实现，任何一个
想法都能让其成为百万富翁。

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