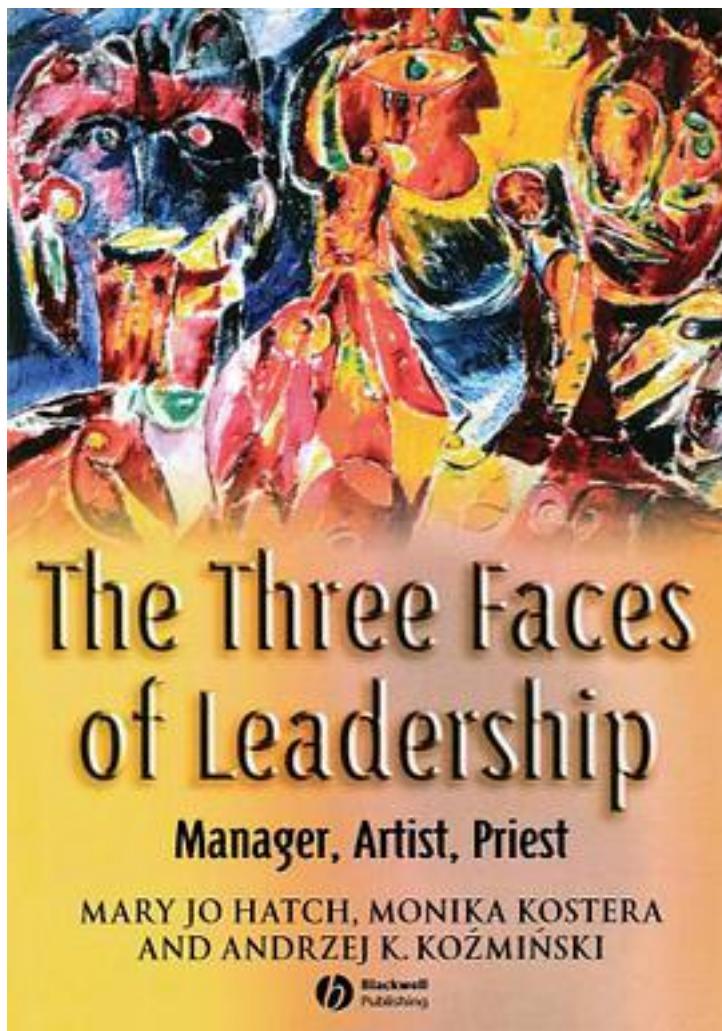


The Three Faces of Leadership



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The Three Faces of Leadership takes readers inside the minds of CEOs who have been

celebrated by the Harvard Business Review over the last decade of the twentieth century. Drawing on interviews with these famous CEOs, Mary Jo Hatch, Monika Kostera and Andrzej K. Kozminski demonstrate how business leaders today use aesthetics, specifically storytelling, dramatizing and mythmaking, to lead their companies successfully. They look at how they inspire organizations through their creativity, virtue and faith, and thus show the faces of the artist and priest alongside the technical and rational face of the manager.

The Three Faces of Leadership features clear and accessible explanations of the aesthetic philosophy of management: as applied to the concepts of creativity, imagination, courage, virtue, inspiration, faith and ethics. It presents techniques for developing these qualities as an essential part of leadership; together with the capacity to communicate them to others. Aesthetic leadership practices are linked to organizational culture, change, vision, values and identity. In this way, the book encourages students and executives to align the creative and spiritual aspects of business with their technical training and practice.

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