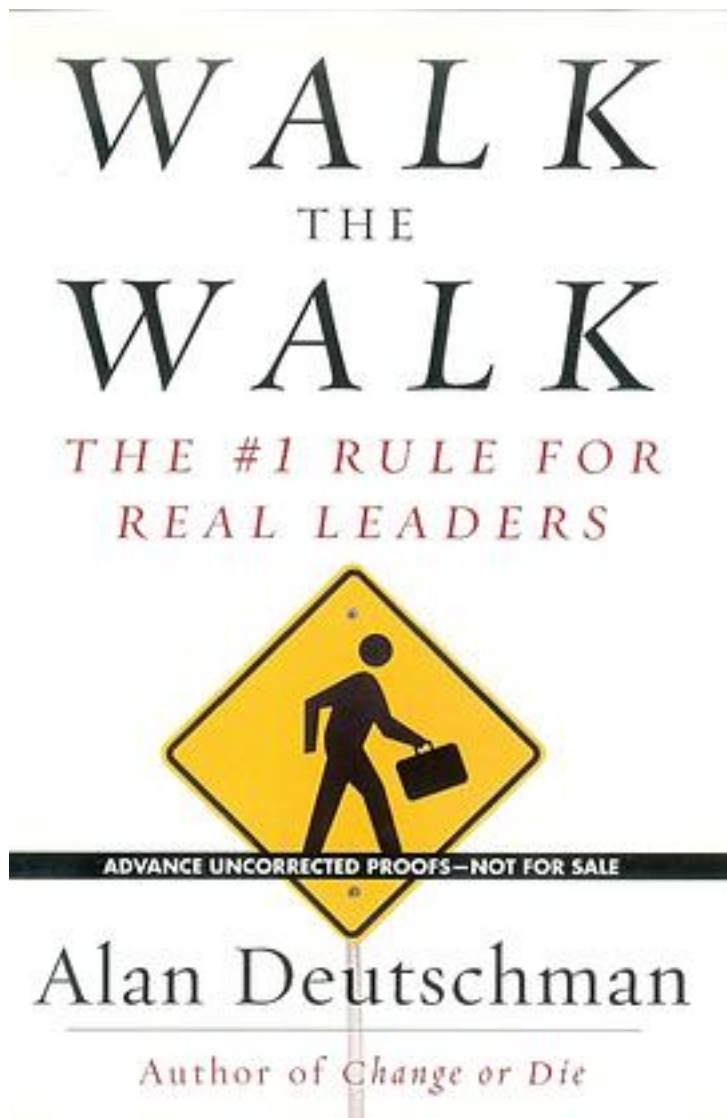


Walk the Walk



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著者:Alan Deutschman

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Today's business landscape is mired with hypocrisy and false promises. Leaders need to practice what they preach — even if what they preach takes them into possibly uncharted and unorthodox territory. What if top executives were completely clear about their organizations' first virtues, and those virtues represented a real change from what nearly all of the business community had always practiced?

Walk the Walk is a must-listen for anyone who aspires to be a leader or to understand leadership. Author Alan Deutschman explains that leaders striving to create change can rely on only two tools: what they say and how they act. But in today's skeptical world, few of us will believe what they say, especially when they're pursuing audacious goals and challenging our deep-rooted beliefs and practices.

Walk the Walk shows how aspiring leaders must inspire and teach us through their own actions. Deutschman's analysis is informed by his two-decades of experience as a journalist covering the most prominent business figures of our times. He portrays dramatic and illuminating examples of leadership - not only in business but also in politics, the military, education, and social change.

作者介绍:

Alan Deutschman's widely acclaimed *Change or Die* debunked our myths about this crucial topic and revealed the surprising truths about what actually inspires and motivates real change. He has been the Silicon Valley correspondent for *Fortune*, a senior writer at *Fast Company*, a senior writer and columnist at *GQ*, and a contributing editor at *Vanity Fair* and *New York*. His articles have appeared in the *New York Times Magazine*, *Wired*, and *Salon*. He is also the former executive director of *Unboundary*, a consulting firm with clients including FedEx, Charles Schwab, and Coca-Cola. He gives speeches about change at leadership conferences.

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书评

这是我作为豆友拿到的第一本企鹅的英文原书，也是第一次在这里写书评，希望大家多多指教，互相学习。这里是我们读书人交流精神粮食的好地方。 作者：
本书的作者是Alan Deutschman，是记者，服务多家美国杂志，如Fortune, Fast Company, GQ, Vanity Fair, New York,也是个人发...

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