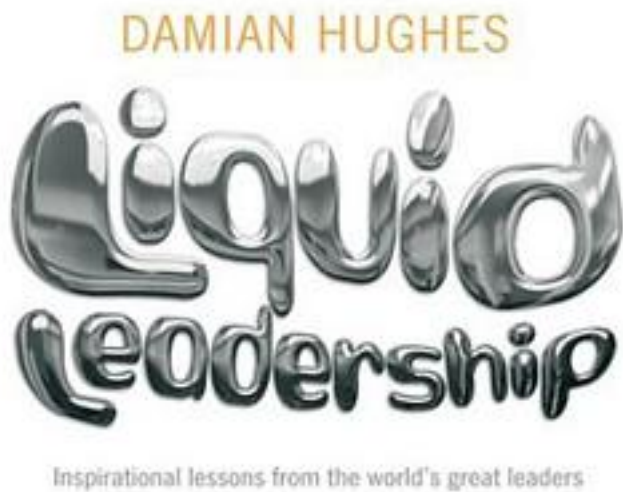


Liquid Leadership



"Damian has captured many of the important points about what a leader needs to do in his excellent book."

Sir Alex Ferguson

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著者:Damian Hughes

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A practical, jargon-free and easily accessible book on making a difference as a leader, Damian Hughes' Liquid Leadership draws on a diverse list of leaders in everyday life (Kim England, National Sales Training Manager at Unilever), to showbiz celebrities (John Lennon, Walt Disney), to renowned historical leaders (Shackleton, Eisenhower, Steve Jobs). There are no stuffy theories here. Instead, the book jumps energetically between film references from the Wizard of Oz, Alfie and Superman to the leadership styles of World-Cup winning coaches Alf Ramsay and Clive Woodward. Speckled throughout are examples of 'Liquid Leaders', from people you know – like James Timpson, head of the UK-wide group of key-cutting and shoe repair outlets – to people we don't know, including Fergus Findlay of Barnardo's in Ireland. This book offers you a joyous diversion that pushes home important theory effortlessly. It ends with practical exercises designed to galvanise the reader into identifying how they need to change, as well as a very useful annotated bibliography. Both of Damian's books have been credited with helping people build their own houses, fight cancer and run marathons, so come on and be a fellow Liquid Leader!

作者介绍:

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标签

社会学，全球化

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