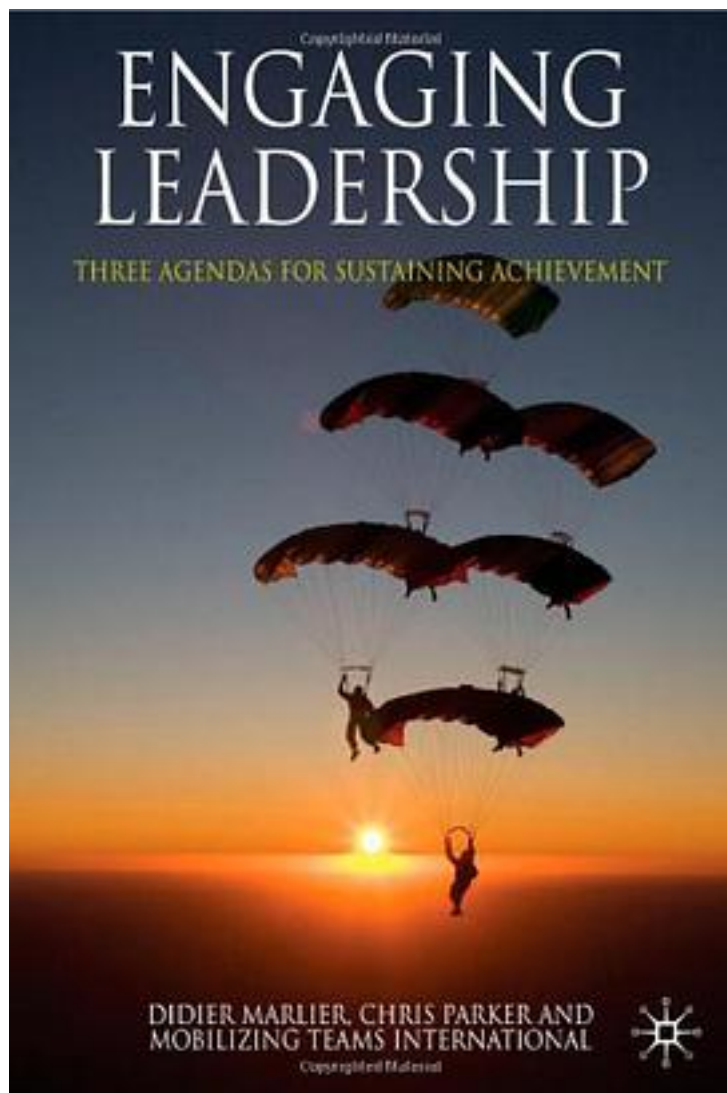


Engaging Leadership



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著者:Marlier, Didier

出版者:

出版时间:2009-3

装帧:

isbn:9780230577527

This book is the first written by practitioners on how to engage large number of people (Leadership Engagement Process) into radical changes whilst minimizing time wasted in politics, anxiety, negative stories and other internal battles. It is exceptionally well documented and based on some of the latest discoveries and thinking in strategic marketing, leadership, neurology and psychology. Using their experience with prestigious clients such as BASF, DSM, Fidal, Freshfields-Bruckhaus& Deringer, KPMG-Meijburg, LEGO, McAfee, Nokia, Oracle, Pearson, Rhodia or Royal Bank of Scotland, ex-IMD and Nyenrode professors Chris Parker and Didier Marlier describe a clear process of how to combine the intellectual (Logos), behavioural (Ethos) and emotional (Pathos) agendas in order to rapidly and decisively engage people into large scale change. The book has deliberately been kept short and lively, written in a provocative and unusual style.

作者介绍:

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