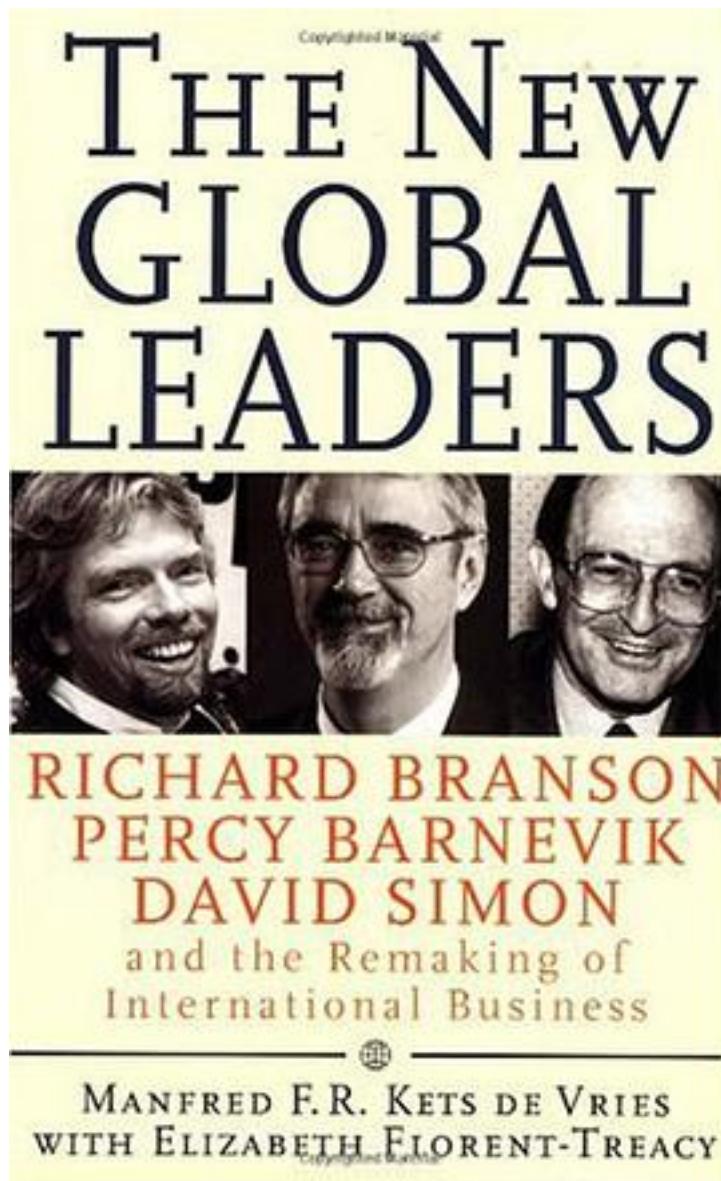


The New Global Leaders



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Spend some time with three of today's most noted business pioneers and share their secrets for achieving international success. The New Global Leaders takes readers into the private worlds of Asea Brown Boveri's Percy Barnevik, Virgin founder Richard Branson, and British Petroleum titan David Simon to provide rare and candid profiles of how these charismatic leaders have redefined organizational growth and development in the latter 20th century. The authors were granted unprecedented access to these men and the results are as fascinating as they are informative. Readers are treated to personal interviews with these very powerful and very different personalities, each of whom provides a behind-the-scenes account of how he put his company on the global map. Sharing their philosophies, visions, and strategies, they exemplify leadership in an age of rapid and relentless change and provide new models of success for our post-industrial era.

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