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Walk the Walk: The #1 Rule For Real Leaders

By Alan Deutschman

Penguin Putnam Inc. Paperback. Book Condition: new. BRAND NEW, Walk the Walk: The #1 Rule For Real Leaders, Alan Deutschman, Leadership is the art of transforming how people think, feel, and act. Though some experts make it seem complicated, it really has only two elements: what you say and what you do. And according to Alan Deutschman, most leaders focus too much on words and not nearly enough on setting an example. Deutschman profiles a wide range of leaders (in business, education, the military, and nonprofits) who always walked the walk, especially when times got tough. In a sceptical world, that gave them more credibility than even the best possible speeches. Deutschman also shows the devastating consequences of not walking the walk, even on seemingly minor matters. Consider how the CEOs of GM and Chrysler hurt their chances of a government bailout by flying their private jets to Washington. The eye-opening examples in "Walk the Walk" will inspire leaders at all levels.


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