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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- About the author -- Acknowledgements -- About the fourth edition -- Introduction -- Part 1 Idea: set your direction -- Introduction -- 1 The power of ideas -- 2 Why your idea matters -- 3 Crafting your idea:creating the future perfect -- 4 Ideas when youare leading fromthe middle -- 5 Communicating your future perfect idea -- 6 Build your idea into a plan -- 7 Sell your idea -- 8 Dealing with strategy -- 9 Strategy and the art of unfair competition -- 10 How to evaluate your idea -- Part 2 People: make your network work -- Introduction -- 11 Find your role -- 12 Attract theright team -- 13 Motivate your team: theory -- 14 Motivate your team: practice -- 15 Motivation and moments of truth -- 16 Delegate well -- 17 Coach your team for performance -- 18 Manage performance -- 19 Leading professionals -- 20 Dealing withdifficult people -- 21 Difficult conversations -- 22 Firing people -- 23 Build influence across your organisation -- 24 Manage your boss -- Part 3 Action: make it happen -- Introduction -- 25 Managing change -- 26 Managing projects -- 27 Handling conflicts -- 28 Handling crises -- 29 Negotiate your budget and targets -- 30 Control your costs -- 31 Making decisionsin uncertainty -- 32 Influencing decisions -- 33 Use time well -- 34 Present to persuade -- 35 Making meetings work -- 36 Listen to influence -- 37 Write effectively -- 38 Read for insight -- 39 Work thenumbers -- 40 Act the part -- 41 Be the part -- Conclusion:

the leadership journey -- Index.

Sommario/riassunto

Based on original research into some of the world's best organisations, How to Lead cuts right through all the myths and mysteries to get straight to the heart of what it really takes to motivate, inspire and deliver results.
