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Titolo	Bedouin visual leadership in the Middle East : the power of aesthetics and practical implications / / Amer Bitar
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Visualizing Leadership in Bedouin Arabia -- Chapter 2: Overview of Visual Leadership Studies -- Chapter 3: Bedouin Culture -- Chapter 4: The Leader’s Perspective -- Chapter 5: The Artist’s Voice -- Chapter 6: The Perspective of the Audience -- Chapter 7: The Power of Aesthetics.
Sommario/riassunto	This book focuses on leadership as a visual discourse and explores the construction of this discourse within the context of Bedouin Arabia, and the Middle East more broadly. In it, the author considers business and organisational leadership from an aesthetic perspective and in the context of various geographical and historical settings. The book examines the work of a variety of artists, and examines how public representations of business and political figures are used as a tool of leadership. Using a Foucauldian perspective, the book explores the interconnected concepts of power and knowledge, examining how visual images are used in the Middle Eastern context for leaders to communicate with their followers and the public. The Bedouin business world provides a unique opportunity for the researcher to examine the interplay between culture, management and politics. The book will be of interest to academics working in the fields of aesthetics, leadership,

management, culture, and the Middle East more broadly. .