

1. Record Nr.	UNINA9910450950503321
Titolo	The 2008 Pfeiffer annual [[electronic resource]] : leadership development // edited by James L. Noel and David L. Dotlich
Pubbl/distr/stampa	San Francisco, CA, : Pfeiffer Chichester, : John Wiley [distributor], 2008
ISBN	1-281-22181-3 9786611221812 0-470-22727-3
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (354 p.)
Collana	J-B US non-Franchise Leadership ; ; v.38
Altri autori (Persone)	NoelJames L. <1943-> DotlichDavid L <1950-> (David Landreth)
Disciplina	658 658.407124
Soggetti	Executives - Training of Leadership Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	THE 2008 PFEIFFER ANNUAL; CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: WHAT'S NEXT IN LEADERSHIP DEVELOPMENT?; CHAPTER 1: WHERE WE'VE BEEN: LEADERSHIP DEVELOPMENT IN THE 20TH CENTURY; Post-War Leadership Development: Uniformity and Structure; Change on the Horizon: The Debate Between Hard and Soft Skills; A Changing Reality: The Emergence of the "New" Leadership Model; What We Can Learn From the Past; The New Revolution; Creating Leaders for a Changing World; Some Observations About the Current State of Leadership Development; Emerging Business Trends That Influence Our Industry CHAPTER 2: WHY ARE THERE NOT ENOUGH LEADERS IN COMPANIES TODAY? Drivers of Whole Leadership; What Is a "Whole" Leader?; The Problem with Partial Effectiveness; Recognizing That Different Combinations of Head, Heart, and Guts Are Needed in Different Situations; Developing Whole Leaders; Finding the "Edge" Beyond Leadership Comfort Zones; CHAPTER 3: WHO REALLY "OWNS"

LEADERSHIP DEVELOPMENT?; Reality Number 1: Personal Development Is Mostly Self-Development; Reality Number 2: Companies and Their HR Professionals Miss the Locus and Timing of Development
Reality Number 3: Career Expectations Have Changed Reality Number 4: More Tools for Self-Development are Available; What's to Be Done?; Eight Employee-Centric Leadership Development Strategies; Conclusion; References; CHAPTER 4: DEVELOPING LEADERS OF SUBSTANCE; Are They Really Leaders?; Focus on Substance; In Practice; The Winning Combination; CHAPTER 5: WHY IS LEADERSHIP SO IMPORTANT AND FORMAL LEADERSHIP DEVELOPMENT NOT?; The Value of Leadership; The Current State of Leadership Development; So What Do We Know That Works?; Summary and Conclusion
CHAPTER 6: THE EVOLUTION OF LEADERSHIP DEVELOPMENT AT NOVARTIS Setting a Strong Foundation; Filling the Leadership Pipeline; A Two-Dimensional Model for Learning Programs; The Leadership Development Curriculum; Refining Leadership Development; Case Example: The Role of Learning in Supporting Growth in China; The Decade's Key Recommendations; CHAPTER 7: ACHIEVING SUCCESS IN THE GLOBALIZATION OF LEADERSHIP DEVELOPMENT; Linking Global Leadership and Business Strategy; The Expansion of Global Leadership Development; Defining Success; Best Practices; Conclusion
CHAPTER 8: DEVELOPING GLOBAL LEADERS THROUGH ACTION LEARNING Leaders for a Global Environment; A Strategy for Developing Global Leaders; Ways to Ensure Success; Measuring Success; The Benefits; Drafting Success: An Analogy from Nike; References; CHAPTER 9: DEVELOPING CUSTOMER-CENTRIC LEADERS; A New Brand of Leadership; How to Develop Customer-Centric Leaders; Pitfalls to Avoid; References; CHAPTER 10: BUILDING MARKETING EXCELLENCE; The Nature of Marketing Excellence; A Large-Scale Marketing Excellence Initiative; The Scope of Marketing Excellence Initiatives
Key Success Factors for a Marketing Excellence Initiative

Sommario/riassunto

This comprehensive resource includes an international panel of contributors who are leading academics and practitioners in the field. Their combined wisdom has created the most authoritative and up-to-date source for new ideas, tools, models, and contemporary practices in leadership development. This unique series is a world-class resource for all practitioners, teachers, and students of leadership development. Topics include: Trends in Leadership Development Learning Methods (How Leaders Learn) Special Challenges and Innovations Leadership Development for the Board of Directors
