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Collana	Ideas into action guidebooks
Altri autori (Persone)	CampbellDavid P
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Nota di contenuto	Title Page; Table of Contents; A Leader's Image; Why Manage Image?; Assessing Your Image; Choosing Your Image; Closing the Gap; Practicing Your Image; Suggested Readings; Background; Key Point Summary; Lead Contributors
Sommario/riassunto	Your image can be either an asset or a liability for you as a leader. Image building is neither superficial nor unimportant. It's not about creating a false image, but recognizing genuine aspects of yourself that should be coming across to other people-but aren't. Crafting your image requires you to gain a clear picture of the image people are currently perceiving, decide what image you would like to portray, and develop the skills to close the gap.