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Sommario/riassunto

Proven leadership strategies used by combat and business leaders to accomplish impossible goals Heroic Leadership examines military leadership principles as they apply to business and life. Leadership expert and retired general William Cohen describes the eight universal laws of leadership and explains why heroic leadership has worked so successfully and ethically for thousands of years despite severe conditions of risk, uncertainty and hardship. He also shows how to implement Heroic Leadership to attract fellowship, use influence tactics, develop self-confidence, build, coach
