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Chapter Seventeen-Principle #17: Tell People How They're Doing
Chapter Eighteen-Principle #18: Promote for the Future; Chapter
Nineteen-Principle #19: Integrate the Hard and the Soft; Chapter
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Sommario/riassunto

Much has been written about leaders and leadership. Journal articles, blogs and books try to home in on the essence of an effective leader. While there is common agreement that a executive's performance can make or break company, defining that essence of effective leadership remains the Holy Grail for those who find themselves at the top, for those who are responsible for carrying out the strategies and dictates of their managers, and for the shareholders who want to see commitment, action and positive financial return. Breaking the Leadership Mold is designed to help senior executive
