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| Nota di contenuto | Cover -- Introduction -- CEOs hit the road: speaking as a brand-building tool -- Not taught in business schools: cultivating creativity -- Putting your leaders where it counts -- The enlightening leader and effective learning strategy -- The leadership journey: becoming an enlightened leader -- The making of a manager. |
| Sommario/riassunto | According to management author and speaker John P. Kotter, "as the world speeds up, more and more change is needed; you need more leadership from more people to be able to keep up. Companies that have struggled with that, that are still basically over-managed and under-led, are going under. |