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| 1. Record Nr. | UNISA996386438603316 |
| Autore | La Perriere Guillaume de <1499-1565.> |
| Titolo | The mirroure of policie [[electronic resource]] : A vvorke nolesse [sic] profitable than necessarie, for all magistrates, and gouernours of estates and commonweales |
| Pubbl/distr/stampa | London, : Printed by Adam Islip, 1599 |
| Descrizione fisica | [276] p., [2] folded plates : ill. (woodcuts) |
| Soggetti | Political science |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | A translation of: La Perrière, Guillaume de. Le miroir politique. Signatures: [par.]Â² A-2Lâ´. The last leaf is blank. The "plates" are woodcuts. Another state of STC 15228, with the preliminaries in two leaves. A variant of the edition dated 1599. Reproduction of the original in the Henry E. Huntington Library and Art Gallery. |
| Sommario/riassunto | eebo-0113 |

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| 2. Record Nr. | UNINA9910819160003321 |
| Autore | Carroll Stephen J |
| Titolo | The persuasive leader : lessons from the arts // Stephen J. Carroll and Patrick C. Flood |
| Pubbl/distr/stampa | San Francisco, Calif., : Jossey-Bass, 2010 |
| ISBN | 1-119-20697-9 1-283-27992-4 9786613279927 0-470-97335-8 |
| Edizione | [2nd ed.] |
| Descrizione fisica | 1 online resource (290 p.) |
| Altri autori (Persone) | FloodPatrick C |
| Disciplina | 303.3 658.4092 |
| Soggetti | Persuasion (Psychology) in organizations Leadership |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | The Persuasive Leader Lessons from the Arts; Contents; Foreword; Preface; Acknowledgements; About the authors; 1 Persuasive leadership in life and work; Beginning cases; What is leadership?; Persuasive leadership in a new world; A newer focus on emotions and logic; Leadership as a social role in all living groups; Leadership legacies; Leadership goals; Leadership sub-roles; Leadership in changing circumstances; Leader agendas; Leadership and the arts; Parents as persuasive leaders; Leadership and strategies; Do leaders need charisma?; Persuasion as a key to all leadership efforts Leaders as coherent wholes Learning from examples; Types of persuasion settings; Types of Leadership; Leadership skills as identified in the arts and humanities; Do we need empirical studies of leadership?; Leaders and ethical behaviours; Leaders as examples of persuasive and moral principles; Summary; End case; Works cited; 2 Using aesthetics and the arts in persuasive leadership; Beginning cases; Leaders using the arts; What are the arts?; Practical use of the arts; The aesthetic response; Aesthetics and human evolution; Unity among the arts; Performance art; Leader-managers as architects |

The orchestra conductor metaphor
Music in aesthetics; Humans as artists; Theatrical principles in leadership; Fictional versus actual leaders; Behaving like an artist; Summary; End cases; Exercise 2.1; Exercise 2.2; Works cited; 3 Using words effectively in persuasive speech and writing; Beginning cases; Evolution of language; Importance of word choice; Power of words to evoke emotion; Aesthetic versus non-aesthetic language; Function of fictional stories; Use of stories in persuasion; Delivering words effectively; Audience reactions to words; Words reflect characteristics of the speaker
Being open-minded in one's communications
Summary; End case; Exercise; Works cited; 4 Persuasive leadership and rhetoric principles; Beginning cases; Persuasion principles from philosophy; Persuasion in literature; Henry V; Julius Caesar; Joshua Chamberlain; Discussion of speeches; Summary; End case; Exercise; Works cited; 5 Persuasive leadership-planning considerations; Beginning cases; Studying the prospective audience; Building credibility; Obtain endorsements by influential persons; Build competence and coalitions; Gather facts and arguments in favor of goals
Plan for creating arousal/activation and more memorable messages
Planning for message content; Preparation; Practice; Choose optimum timing and setting; Emotional appeals; Use of dramatic principles in persuasion planning; Creating an engaging character-yourself; Learning acting skills; Process of planning; Using the arts in planning; Summary; End case; Exercise; Works cited; 6 Audience characteristics; Beginning cases; Audience characteristics; Audience to leader effects; Use of participation; Audience concerns; Psychological needs of the audience
Effect of cultural differences in audience responses

Sommario/riassunto

The communication aspect of leadership - to actively engage your followers and achieve understanding and motivation whilst making the message memorable - has never been more important. Using vivid lessons and examples from spheres outside business organization, The Persuasive Leader explores the leader's role as a communicator and teaches the fundamental principles of successful leadership. This book provides insights and principles about persuasive leadership from a broad range of human experiences. It draws on examples of persuasive leaders and persuasive leadership principles from
