



The Persuasive Leader: Lessons from the Arts (Hardback)

By Patrick C. Flood, Stephen J. Carroll

John Wiley and Sons Ltd, United Kingdom, 2010. Hardback. Condition: New. 2. Aufl.. Language: English . Brand New Book. 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 the performing arts, the fine arts, literature, philosophical writings, and biography. The authors use their unconventional material to explore themes such as moral leadership, toxic leadership, learning from failures, distributed leadership, leading for results and the leader as a mentor and counsellor. Leaders described in The Persuasive Leader: Abraham Lincoln, Jack Welch, Cleopatra, Teddy Roosevelt, Alexander the Great, Rachel Carson, Joshua Chamberlain, Governor John Winthrop, Barack Obama, Steve Jobs, Henry V, Julius Caesar, John Quincy Adams, Dwight Eisenhower, Susan B. Anthony, Elizabeth Cady Stanton, Huey Long, Napoleon, Gandhi, Sam Walton, Archbishop Sean O Malley, Benjamin Franklin, Franklin Roosevelt, Jim...



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