

《永不言败》

图书基本信息

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作者：Celia Sandys

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内容概要

在线阅读本书

An intimate expert on Sir Winston-his own granddaughter-offers insights on Churchill's greatness and explains his leadership strategies that managers can easily emulate.

Winston Churchill has long been one of the world's preeminent leadership role models and certainly one of the most important motivational voices of the twentieth century. That was illustrated on the night of September 11, 2001, when New York mayor Rudy Giuliani read a biography of Churchill for inspiration on how to guide the city through the aftermath of tragedy.

In *We Shall Not Fail*, Celia Sandys, with coauthor Jonathan Littman, offers a new take on the greatness of Churchill, highlighting the traits he employed throughout his life, especially the remarkable strength he displayed leading the British people through the horrors of World War II. Among the lessons she highlights:

- Nothing works like a simple passion for excellence
- Encourage a culture where what counts is thinking, trying, and testing
- Champion innovators and protect them from bureaucrats
- Do not allow different standards for top executives and workers
- Put bad news in perspective. Things usually get better, especially if a positive attitude prevails

Part biography, part leadership manual, *We Shall Not Fail* is a brief, enjoyable guide to one of history's greatest leaders.

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作者简介

Celia Sandys is the granddaughter of Winston Churchill. She is the author of *The Young Churchill* and *Churchill: Wanted Dead or Alive*.

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