

《持久的领导力NIGHTLY BUSIN》

图书基本信息

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内容概要

Now in paperback...What outstanding leaders do, and how they do it. Building corporate culture that can withstand anything. Reinventing your business: when it's time, how to do it. Key attributes of lasting leadership. The greatest business leaders of our generation. How they achieved the impossible. What you can learn from them. How to use those lessons to supercharge your career. Two of the world's leaders in business knowledge and insight come together to select and profile the 25 most influential businesspeople of the past quarter century. The team: Nightly Business Report, the United States' #1 daily TV business news program, and Knowledge@Wharton, The Wharton School's online journal of research and business analysis. The book's incisive profiles show exactly how each business leader became so influential. They teach lessons you can use to discover, refine, and nurture your own leadership style -- and gain powerful influence in your own career. You'll gain new insights into familiar faces (Jack Welch, Lou Gerstner, Bill Gates). But you'll also gain greater appreciation for less heralded individuals -- from Mary Kay's Mary Kay Ash to Mohammed Yunus, whose 'microlending' revolution is helping millions of poor people around the world transform themselves into entrepreneurs. No other book offers this much actionable insight into this many extraordinary business leaders. A Conversation with Jack Welch xiii Introduction xxiii Chapter 1 Best of the Best: Inside Andy Grove's Leadership at Intel 1 Chapter 2 Leadership and Corporate Culture 21 Chapter 3 Truth Tellers 47 Chapter 4 Identifying an Underserved Market 73 Chapter 5 Seeing the Invisible 103 Chapter 6 Using Price to Gain Competitive Advantage 131 Chapter 7 Managing the Brand 159 Chapter 8 Fast Learners 183 Chapter 9 Managing Risk 209 Chapter 10 Conclusion 237 References 243 Index 261

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