

<<AUTHENTIC LEADERSHIP>>

图书基本信息

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内容概要

In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of "doing things right"—except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership—in business, the media, and academia. In *Authentic Leadership* Bill George makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from \$1.1 billion to \$460 billion, averaging 35% per year.

George candidly recounts many of the toughest challenges he encountered -- from ethical dilemmas and battles with the FDA to his own development as a leader. He shows how to develop the five essential dimensions of authentic leaders—purpose, values, heart, relationships, and self-discipline. *Authentic Leadership* offers inspiring lessons to all who want to lead with heart and with compassion for those they serve. Bill George helps readers answer vital questions such as: What should I do when my personal values conflict with company business values? How do I make trade-offs between the needs of my customers, my employees, and my company's shareholders? Do I really want to devote my talents to business? *Authentic Leadership* provides a tested guide for character-based leaders and all those who have a stake in the integrity and success of our corporations.

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书籍目录

Foreword by Warren Bennis. Preface: A New Generation of Leaders. Introduction: Where Have All the Leaders Gone? Part One: Becoming an Authentic Leader. Leadership Is Authenticity, Not Style. The Transformation of Leaders. Leading a Balanced Life. Part Two: Building an Authentic Company. Missions Motivate, Dollars Don't. Values Don't Lie. It's the Customer, Stupid! It's Not Just the CEO. Whose Bottom Line: Customers or Shareholders? Part Three: In the Crucible of the Market. Seven Deadly Sins: Pitfalls to Growth. Overcoming Obstacles: Nothing Can Stand in Your Way. Ethical Dilemmas: When in Rome, Don't Follow the Romans. Innovations from the Heart. Acquisitions Aren't Just About Money. Shareholders Come Third. Part Four: Beyond the Bottom Line. Governance Is Governance. Sticking Your Neck Out. Preparing for Succession . . . and Moving On. Epilogue: If Not Me, Then Who? If Not Now, When? Medtronic Financial Results.

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