

<<The Art of Winning C>>

图书基本信息

书名：<<The Art of Winning Commitment: 10 Ways Leaders Can Engage Minds, Hearts, and Spirits (精装)>>

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### 内容概要

Leadership books most often cite interviews with high-profile business executives while offering do-and-don't case studies of different corporate initiatives in action. But some of the world's most extraordinary leaders work their magic outside the world of business. Their ability to gain the enthusiastic commitment of their people -- when something other, and perhaps greater, than profit is at stake -- demonstrates a fundamental human connection that their counterparts in the corporate sector would do well to emulate.

The Art of Winning Commitment presents the unique perspectives of a diverse group of leaders that includes: \* educators \* religious and spiritual leaders \* heads of not-for-profit social services \* an orchestra conductor \* a professional storyteller

Readers will also learn leadership secrets from former Philadelphia 76ers' executive Pat Croce, former Chief of the Cherokee Nation Wilma Mankiller, and politician and retired U.S. Army General Wesley Clark, and others.

In the search for commitment, loyalty, and business excellence, leaders can learn a lot from those outside of the business definition of leadership.

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