



The 4 Imperatives of Great Leaders

By Dr Stephen R Covey

Franklin Covey on Brilliance Audio, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Leaders make the difference in great organizations In today s global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace are hallmarks of truly great organizations. Great organizations are created by great leaders leaders who can unleash the highest and best contributions of their team toward their organization s most critical priorities. Every organization and every leader aspires to greatness. But why do only a few achieve it? I believe the answer is in the execution of the 4 Imperatives.



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