



The Character of Leadership: The Roadmap and Compass That Guides You Through the Landmines of Management (Paperback)

By W Reeves David W Reeves, David W Reeves

iUniverse, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Why do some managers succeed and why do others fail? Mediocre performance in management is born from a failure to understand that real leadership requires action and exceptional accomplishment in meeting goals and working well with others. Plain and simple-effective leadership is the key to building great companies. David Reeves, a successful business leader who developed profitable agencies for a major life insurance company for more than twenty-seven years, shares principles that will help others identify the difference between management and leadership, learn how to effectively lead a group, and motivate others to accomplish goals. Through sharing his own personal experiences and the stories of successful leaders, Reeves teaches managers and future leaders how to: Develop personal integrity that is strong enough to make and keep commitments Find the courage to change the things that must be changed Listen and communicate effectively Recruit and hire only the best individuals Build a culture focused on excellence The Character of Leadership guides managers through an in-depth thinking process that will help them become the kind of leaders who inspire others to achieve greatness.



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