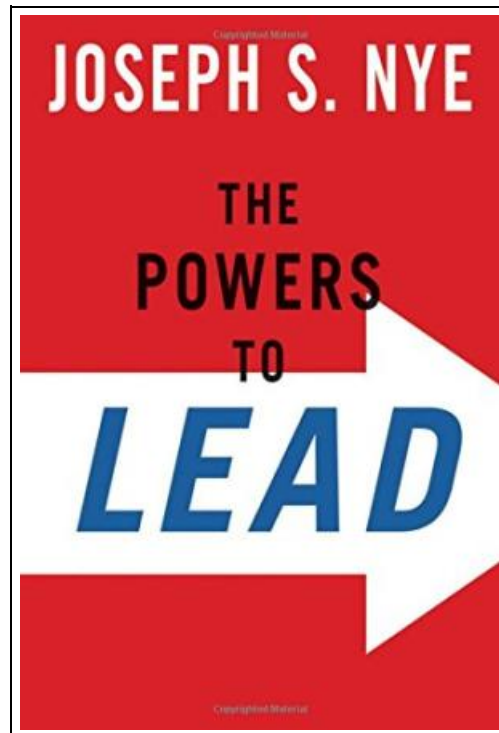


## The Powers to Lead (Paperback)



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Oxford University Press Inc, United States, 2010. Paperback. Condition: New. Reprint. Language: English . Brand New Book. With *The Powers to Lead*, Joseph S. Nye Jr. offers a sweeping look at the nature of leadership in today's world, in an illuminating blend of history, business case studies, psychological research, and more. As he observes, many now believe that the more authoritarian and coercive forms of leadership—the hard power approaches of earlier military-industrial eras—have been largely supplanted in postindustrial societies by soft power approaches that seek to attract, inspire, and persuade rather than dictate. Nye argues, however, that the most effective leaders are actually those who combine hard and soft power skills in proportions that vary with different situations. He calls this smart power. Drawing examples from the careers of leaders as disparate as Gandhi, Franklin D. Roosevelt, Lee Iacocca, and—in a new preface—Barack Obama, Nye uses the concept of smart power to shed light on such topics as leadership types and skills, the needs and demands of followers, and the nature of good and bad leadership in terms of both ethics and effectiveness. In one particularly instructive chapter, he looks in depth at contextual intelligence—the ability to understand changing environments, capitalize on trends, and use the flow of events to implement strategies. Thoroughly grounded in the real world, rich in both analysis and anecdote, *The Powers to Lead* is sure to become a modern classic, a concise and lucid work applicable to every field, from small businesses to nations on the world stage. Mr. Nye has performed a valuable service in rounding up and summarizing the various academic studies and theories of leadership into a single, slim volume. —*The Economist* One of the first to include new scholarship on the youngest emerging leaders, Nye readily demonstrates his ability...



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