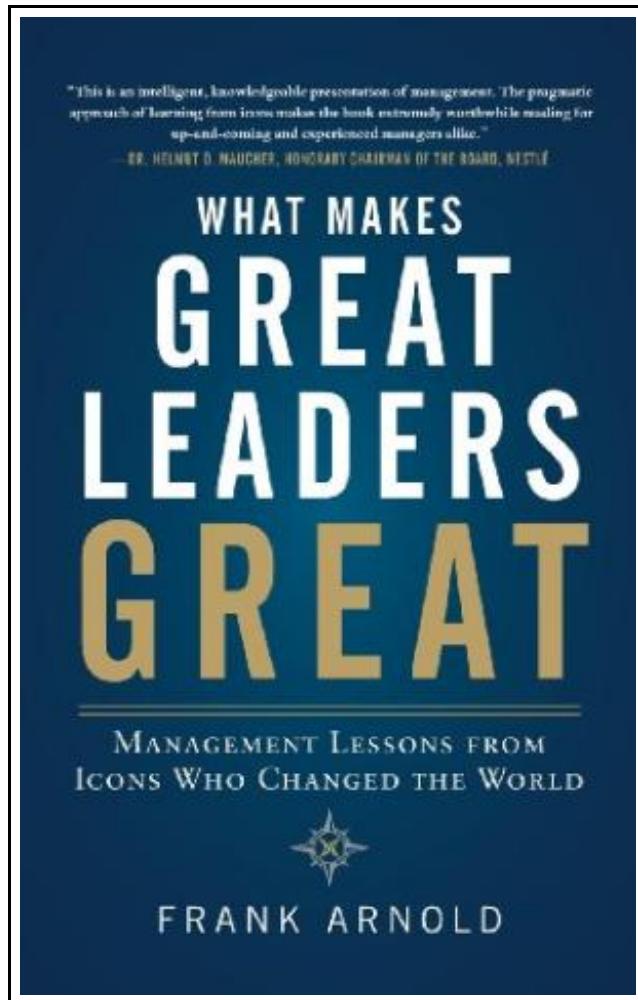


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, What Makes Great Leaders Great: Management Lessons from Icons Who Changed the World, Frank Arnold, Master the skills that icons throughout history have used to achieve the highest levels of success "Arnold cleverly explains the keys to successful management with references to real-life challenges successfully overcome by iconic leaders. This entertaining book is insightful, thought-provoking, and of immense practical value." --Fred B. Irwin, President, American Chamber of Commerce in Germany "Profound management know-how and coverage of a wide range of valuable issues provide great inspiration for anyone seeking to apply effective management principles in practice." --Professor Klaus Evard, founder and former President of the European Business School "Management know-how translates into knowledge of how to succeed in all levels of life, and everyone can learn to be successful. That is the simple premise behind this book." --Frankfurter Allgemeine Zeitung What do Barack Obama, Steve Jobs, Pablo Picasso, and Napoleon have in common? EXCELLENT MANAGEMENT SKILLS It doesn't matter what your field of expertise is, whom you know, or how educated you are. If you have powerful management skills, you will succeed; if you don't, you'll hit the ceiling sooner rather than later. In **What Makes Great Leaders Great**, bestselling author and leadership expert Frank Arnold gathers 56 icons from various fields--from business and sports to politics and pop culture--to reveal the specific management skills they used to reach the top. For every line of work or personal goal, effectively applying these management skills will lead to ultimate success. All the people in this remarkably diverse group figured out what they needed to know to manage their rise to the top--and executed it with superb skill. **What Makes Great Leaders Great** includes: Bill Gates on harnessing the power of a business...



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