



The Truth About Leadership: Secrets of Great Leaders

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Are great leaders made or born? That's a question people have asked for centuries. And while there's no consensus on the answer, most leadership experts agree that there are several key traits most great leaders share.

As the publishers of Executive Leadership – the leading newsletter on developing leadership skills – we're often asked what makes great leaders great. And over the years, we've observed that certain qualities stand out that spell the difference between true leaders and the rest of the pack.

Through our research, we've identified what we call The Seven Pillars of Great Leadership. And we've compiled them in a single resource for you: one that separates battle-tested techniques and strategies from speculation and folklore.

Successful leaders combine many unique skills. And that's why The Truth About Leadership is a unique combination of step-by-step processes, case studies and inspiring quotes from some of America's top executives.

The Truth About Leadership does more than help you develop the skills that make good executives great, and great executives legendary. This concise, 64-page volume also shows you the best way to communicate your vision and strategy with everyone, from the loading dock to the executive suite.

You'll discover:

- * Words that explain AND inspire
- * Keys to successful delegation
- * The value of role-playing
- * How to become a “knower-learner”
- * Techniques to push your managers toward innovating
- * Six principles to boost your persuasive powers
- * The three fatal networking mistakes
- * Tricks to turn the tables during a negotiation
- * Motivating tactics to avoid like the plague
- * Warning signs of change at the top
- * And much more!

Not everyone can be a great leader. It's time to set yourself apart from others by unlocking the secrets of leadership success.

Armed with The Truth About Leadership, you'll hone your strengths, reduce your weaknesses and propel yourself (and your career) to heights you've only dreamed of before.

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