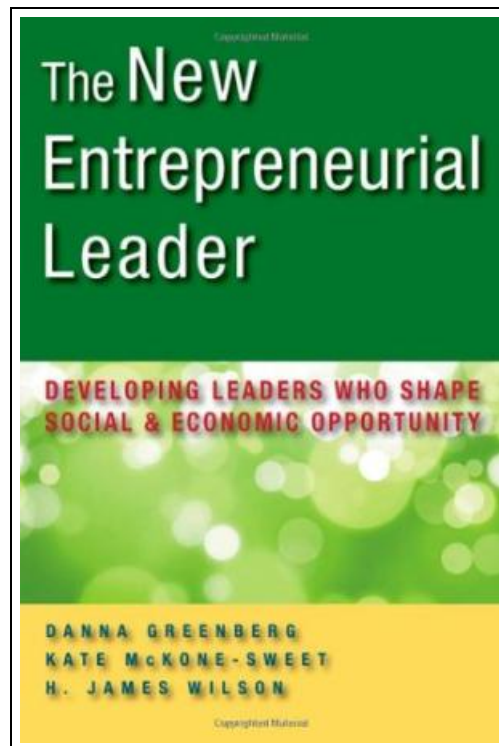


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(Wava Hettinger)

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BERRETT-KOEHLER, United States, 2011. Hardback. Book Condition: New. 236 x 157 mm. Language: English . Brand New Book. In years past, the keywords for leaders were confidence, single-minded purpose, and strategic planning. But today s vastly complex, globalized, and fast-evolving world requires a different kind of leadership. This game-changing book details a new approach entrepreneurial leadership developed at Babson College, the number-one school for entrepreneurship in the world. Entrepreneurial leadership is inspired by, but is separate from, entrepreneurship. It is a leadership approach that can be applied in any organizational situation, not just start-ups. Based on two years of extensive research, it embraces three principles that add up to nothing less than a fundamentally new worldview of business and a new logic of decision making. The authors discovered that rapid change and increasing uncertainty require leaders to be cognitively ambidextrous, able to shift between traditional prediction logic (choosing actions based on analysis of known trends) and creation logic (taking action despite considerable unknowns). Guiding this different way of thinking and acting is a different worldview of business and society, where simultaneous creation of social, environmental, and economic value is the order of the day. Entrepreneurial leaders also leverage their understanding of themselves and their social context to guide effective action. Praise for The New Entrepreneurial Leader The Babson team cracked the code on global entrepreneurial leadership for the 21st century. Their three principles cognitive ambidexterity, responsibility and sustainability, and self and social awareness are the bedrock for winning on the competitive global playing field of tomorrow. A conceptually sound and very practical guidebook for leadership success. Noel Tichy, Professor and Director, Global Citizenship Initiative, University of Michigan, and coauthor of Judgment (with Warren Bennis) Helps us understand the imperative for developing leaders who create both economic and social value. Importantly,...

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