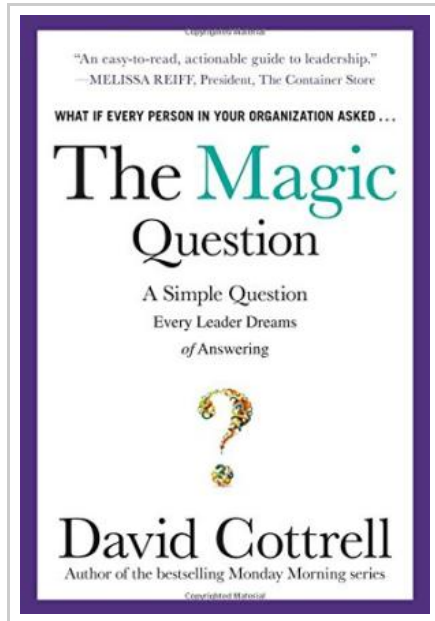




The Magic Question: A Simple Question Every Leader Dreams of Answering

By David Cottrell

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Magic Question: A Simple Question Every Leader Dreams of Answering, David Cottrell, The business leader's toolbox for increasing morale, decreasing turnover, and contributing more than ever to your company's bottom line. "What if you could create a culture where everyone is committed to the greater good of the organization? Sound like a pipe dream? David Cottrell will show you the way." (Ken Blanchard, coauthor of "The One Minute Manager" and "Lead with Luv"). How can I help? Isn't that the question every leader longs to hear? What if every person on your team consistently asked you, How can I help? What if your team was totally in sync with and committed to achieving your organizations objectives? What if everyone on your team was willing to leave his or her comfort zone and take a risk to help your team win? Impossible? Unrealistic? Pollyanna? No. The team with the best leader usually wins. Sounds simple .but what does it take to be the best leader? Often what is missing is the understanding of how to lead others toward a common goal. In its simplest form, leadership comes down to answering...



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