



Measure of a Leader: The Legendary Leadership Formula That Inspires Initiative and Builds Commitment in Your Organization

Aubrey C. Daniels, James E. Daniels

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An innovative behavioral approach to leadership from the bestselling author of *Bringing Out the Best in People*

Management guru Aubrey Daniels delivers a proven, scientifically grounded approach to great leadership with *Measure of a Leader*. This book turns conventional leadership wisdom on its head, showing how to focus on the behavior of followers to craft a powerful leadership style.

Structuring their message around the indicators of follower behavior that predict a leader's influence, Aubrey and James Daniels show exactly how to impact the growth of a business, its customers, and the marketplace. Even more important, the authors' system gives managers the tools to adapt the approach, creating positive behavior that can improve the performance of their people. Managers are transformed into leaders, creating a legacy that perpetually generates greater momentum, commitment, initiative, and reciprocity throughout an organization.

- Includes leadership examples from top companies such as Blue Cross, NASA, Roche, and Westinghouse

“For anyone anxious to achieve long-term results. . .this book should be your everyday playbook!”-John R. Schueler, president, publisher, and CEO, ANG Newspaper Group

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