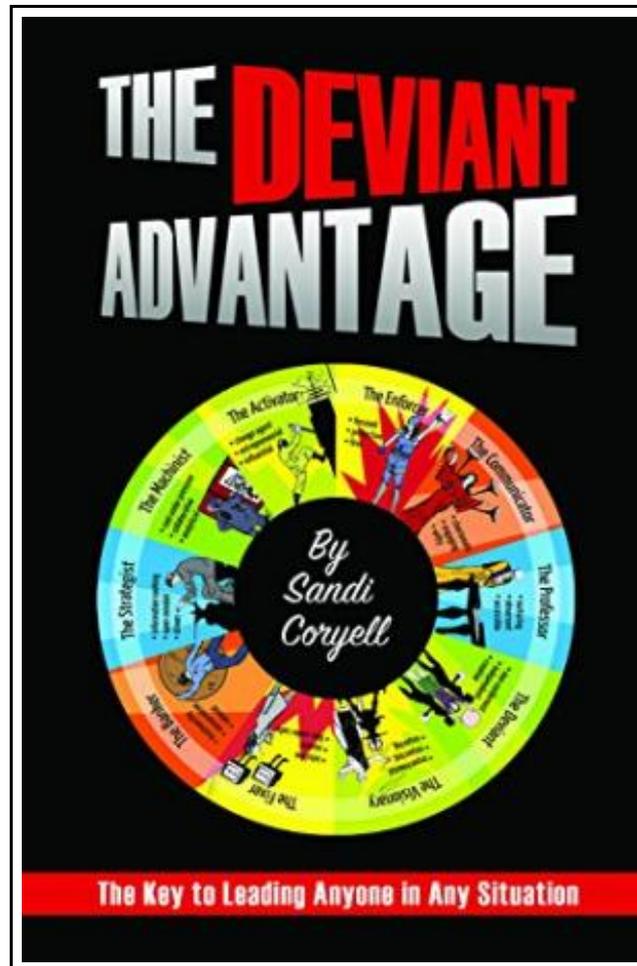


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Screeching Donuts, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Deviant Advantage: The Key to Leading Anyone in Any Situation Leadership is not now nor will it ever be a nice linear process that you can learn section-by-section and then put into a box and forget about. It s not about theory. It s about what happens in the real world when the heat is on. It s messy. And it s getting messier by the day as business speeds up, multiple generations work together, and employees are asked to be more than one thing at a time - creative and financial, innovator and salesman, marketer and mentor. The stories in this book detail, mistakes and all, how I developed my leadership approach in the trenches, under pressure, and they provide answers to the questions I m repeatedly asked by senior executives. During my 20 years as president of the entertainment office of a global advertising agency, I worked in highly competitive industries such as movies, theme parks, home entertainment, and television. In response to the mountains my teams and I faced every day, I developed the strategies and shortcuts I now share with senior executives and entrepreneurs who want to achieve high performance and a competitive edge in high-pressure industries. Through this book, I want to help you master: How to get your head in the game despite heavy headwinds How to influence others to give it their all How to convince others to support to your ideas How to build a strong organizational culture that tames the beast of high pressure, heavy competition, and tight deadlines to drive high performance. It s also why this book has three acts. Leadership is about your own...



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