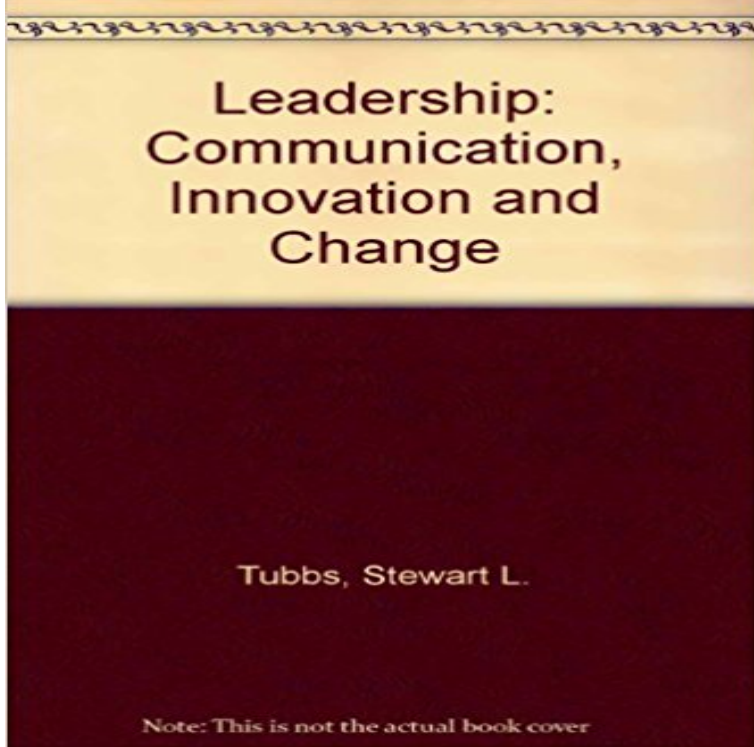


Leadership: Communication, Innovation and Change



Intended for anyone who wants to learn more about how to be an effective leader. The award-winning author has organized the book into seven chapters; (1) Introduction: The Context, explores contemporary organizational issues, (2) Attitudes are everything, takes the existential viewpoint that you and I, in large part, are responsible and accountable for our successes and failures, (3) Leadership, explores the various aspects of how to use lessons of history to become more effective leaders, (4) Communication, offers advice on how to communicate more effectively in a variety of situations, (5) Innovation and creativity, offers practical tips on how to develop your own creativity with the goal of increasing your innovativeness, (6) Leading change, offers several ideas on how to overcome the inertia that pervades so many organizations as well as individuals, and (7) Teamwork and followership, concludes the book with ideas on how to improve your ability to contribute to individual and organizational success. Each chapter begins with a case study of an example of a successful leader. Cases include, Carly Fiorina, Hewlett-Packard, Bob Lutz, General Motors, Oprah Winfrey, Richard Branson, Virgin Empire, Karen Francis, Ford, Patricia Russo, Lucent Technologies, and Masayoshi Son, Softbank Corporation. Stewart L. Tubbs is the Darrell H. Cooper Professor of Leadership and former Dean of the College of Business at Eastern Michigan University. He also is a Contributing Editor to the Journal of Leadership and Organizational Studies, and received the Outstanding Leadership award in London from the Academy of Business Administration in 1994.

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