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The Road of Leadership (Paperback)

By Stephen R Gaines Fache

Createspace, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Introduction to The Road of Leadership. In today's climate of ever-changing and competitive markets, economic woes and increasing customer needs, the demand for leadership is arguably at an all-time high regardless of the business type. Whether it is Healthcare, Logistics, Manufacturing, Communications or Merchandising, each business type needs strong and proactive leadership to minimize negatively impacting unforeseen events. In recent years, the advances in communication, marketing and information sharing have progressed almost beyond anyone's imagination. Twenty five years ago if you had described today's digital world, electronic communication and electronic business environment to a stranger on the street as the normal state of affairs they would have urged to seek psychological counseling. But, look around. The world has changed and it has changed quickly. Leadership is no different. Leaders of organizations must keep abreast of their market environment or they will most assuredly fall behind or worse, cease to exist. Leadership is a multi-layered skill consisting of many traits and characteristics. The role model leader must be proficient in all of them. This text will discuss the definition of leadership,...



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