



## Essential Lessons on Leadership (Collection)

*Jon Huntsman, James F. Parker, Doug Lennick, Fred, Ph.D. Kiel*

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*A brand new collection of expert advice on becoming a more successful and ethical leader*

**4 authoritative books bring together today's best advice on leading with passion, inspiration, ethics, and charisma – and succeeding!**

This brand new collection will help you lead with passion, inspiration, and honor – *and win!* ***Moral Intelligence 2.0*** reveals why the best-performing companies have leaders who actively apply moral values to achieve enduring personal and organizational success. Using many new examples and real case studies and new interviews with key business leaders, Doug Lennick and Fred Kiel identify connections between moral intelligence and higher levels of trust, engagement, retention, and innovation. You'll find specific guidance on moral leadership in both large organizations and entrepreneurial ventures, and a new, practical, step-by-step plan for measuring and strengthening every component of moral intelligence in business. Next, in ***Do the Right Thing***, former Southwest CEO James F. Parker shows why “doing the right thing” isn't just naïve “feel-goodism”: it's the most powerful rule for business success. Parker reveals how Southwest's extraordinary culture of mutual respect and trust developed, offering deeply personal insights into principles that can make any team, organization or company strong. You'll discover how great leaders are found at every level, “hire for attitude and train for skills,” achieve unparalleled teamwork, and actually make work fun. In the updated edition of his national best-seller ***Winners Never Cheat***, Jon Huntsman proves that you can succeed at the highest levels, without sacrificing the principles that make life worth living. This book is about remembering why you work, and why you were chosen to lead. It's about finding the bravery to act on what you know is right, no matter what you're up against. It's about winning – *the right way*. Finally, in ***Ultimate Leadership***, Russell E. Palmer helps you shape your leadership approach to your unique challenges, contexts, and organizations, without compromising what matters most. Palmer--who has had highly successful careers leading one the world's largest accounting firms, as Dean of the Wharton School, and as an entrepreneur--helps you identify the leadership model most appropriate for your environment, and how to lead accordingly. You'll learn better ways to lead equals, help organizations weather crises, transform culture, lead entrepreneurial or global organizations...even lead non-profits and universities.

*From world-renowned leadership experts* **Doug Lennick, Fred Kiel, Ph.D., James F. Parker, Jon Huntsman, and Russell E. Palmer**

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