

Walk the Walk: The #1 Rule for Real Leaders

Alan Deutschman



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Walk the Walk: The #1 Rule for Real Leaders Alan Deutschman "One of the best leadership books of the year." -strategy+business

Leadership is the art of transforming how people think, feel, and act. Though some experts make it seem complicated, it really has only two elements: what you say and what you do. And according to Alan Deutschman, most leaders focus too much on words and not nearly enough on setting an example.

Deutschman profiles a wide range of leaders (in business, education, the military, and nonprofits) who always walked the walk, especially when times got tough. In a skeptical world, that gave them more credibility than even the best possible speeches.

Deutschman also shows the devastating consequences of not walking the walk, even on seemingly minor matters. Consider how the CEOs of GM and Chrysler hurt their chances of a government bailout by flying their private jets to Washington.

The eye-opening examples in Walk the Walk will inspire leaders at all levels.

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