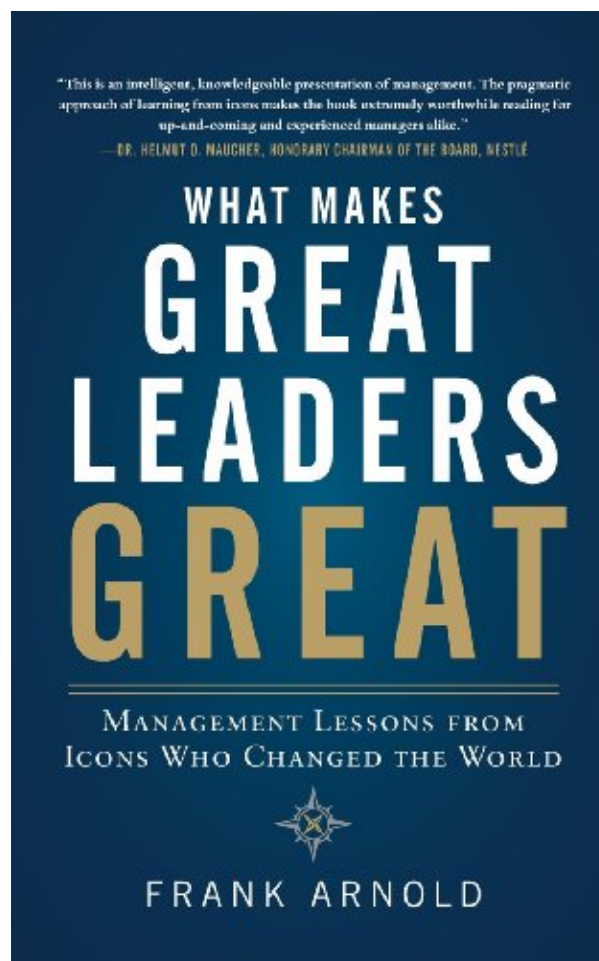


WHAT MAKES GREAT LEADERS GREAT: MANAGEMENT LESSONS FROM ICONS WHO CHANGED THE WORLD BY FRANK ARNOLD



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About the Author

Frank Arnold is the CEO of ARNOLD Management, a management consultancy specializing in activating corporate intelligence. A leading consultant, bestselling author, and keynote speaker on management issues, he is also a columnist and regular contributor to leading German-language business magazines and newspapers.

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Master the skills that icons throughout history have used to achieve the highest levels of success

“This is an intelligent, knowledgeable presentation of management. The pragmatic approach of learning from icons makes the book extremely worthwhile reading for up-and-coming and experienced managers alike.”

?Dr. Helmut O. Maucher, Honorary Chairman of the Board, Nestlé

“Embracing a broad variety of successful personalities from all walks of life, this analysis of management skills makes for interesting reading and provides a great source of inspiration.”

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“Arnold cleverly explains the keys to successful management with references to real-life challenges successfully overcome by iconic leaders. This entertaining book is insightful, thought-provoking, and of immense practical value.”

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“Profound management know-how and coverage of a wide range of valuable issues provide great inspiration for anyone seeking to apply effective management principles in practice.”

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“Management know-how translates into knowledge of how to succeed in all levels of life, and everyone can learn to be successful. That is the simple premise behind this book.”

?Frankfurter Allgemeine Zeitung

What do Barack Obama, Steve Jobs, Pablo Picasso, and Napoleon have in common?

EXCELLENT MANAGEMENT SKILLS

It doesn't matter what your field of expertise is, whom you know, or how educated you are. If you have powerful management skills, you will succeed; if you don't, you'll hit the ceiling sooner rather than later.

In *What Makes Great Leaders Great*, bestselling author and leadership expert Frank Arnold gathers 56 icons from various fields—from business and sports to politics and pop culture—to reveal the specific management skills they used to reach the top.

For every line of work or personal goal, effectively applying these management skills will lead to ultimate success. All the people in this remarkably diverse group figured out what they needed to know to manage their rise to the top—and executed it with superb skill. *What Makes Great Leaders Great* includes:

- Bill Gates on harnessing the power of a business mission

- Nicolaus Copernicus on questioning every assumption
- Phil Knight on fine-tuning the right strategy
- Michael Dell on making the customer your number-one priority
- Michelangelo on focusing on a single objective
- Joseph Schumpeter on practicing creative destruction
- Roger Federer on self-motivation
- Hippocrates on behaving responsibly
- Steve Jobs on implementing ideas
- Ray Kroc on envisioning the future
- Gen. George Patton on clearly defining assignments
- Warren Buffett on demanding effective management
- Stephen Hawking on making the best use of your time
- Pablo Picasso on fostering life-long creativity
- Muhammad Yunus on looking beyond your own interests

Learn from the best in the business?and history?how to leverage your skills, knowledge, and talent to reach levels of success you never dreamed possible.

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About the Author

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Most helpful customer reviews

3 of 3 people found the following review helpful.

What makes great books great?

By Yuliyana

Great books are insightful, mind-expanding, take you on a worthwhile journey, and can be read and re-read numerous times. This book ticks all those boxes because I've only just finished it, but plan to pick it up again real soon. I found it a really refreshing take on management.

The author has clearly not only done his homework (check out that bibliography!), but also knows exactly what he's talking about, cleverly explaining successful decision-making techniques with reference to real-life challenges overcome by iconic leaders from many different domains, eras, and backgrounds.

I never thought I'd be inspired by reading about someone like Coco Chanel or Michelangelo, but this book broadened my outlook, but together the chapters showed that all kinds of achievements can be attributed to the application of skills that we now collectively refer to as management.

In so doing, the book lifted a veil on some of the ingredients of greatness, and while it's up to every one of us to put together our own personal recipe, the book contains countless practical suggestions to send us on our way.

I thoroughly recommend the book. At first sight, not all the featured icons exert the same fascination, but read one chapter and I guarantee you'll be hooked. And the book would make a great gift, too...

3 of 3 people found the following review helpful.

of immense practical value - and a great read

By Christoph Evard

This is the best management book I have read in a long time.

Drawing from the life and experience of people as diverse as Warren Buffett and Joseph Schumpeter, Arnold successfully analyzes specific habits and decisions to extract underlying management principles for application elsewhere. This makes the book highly relevant for practical usage: You don't have to play tennis like Roger Federer to appreciate the importance of self-motivation, or to harness specific traits analyzed in this book for your own benefit.

The case studies are a great read and the tasks/impulses at the end of each case study support the transfer of key findings into every-day work. A nice differentiator from dry textbook exercises and from superficial motivational literature that spam today's markets. Spot on!

3 of 3 people found the following review helpful.

Serious, but witty - not your typically dry management book

By Asia VC

This is the best and most entertaining management book I've read in years. Five stars.

"What Makes Great Leaders Great" by Frank Arnold is not your typically dry and overly theoretical management book: it is easy to read, witty and does a good job of boiling down the the essence into a quick, tight and interesting read. In a few pages, the reader learns the key take-aways and "leadership lessons learned" without having to read an entire 800 page biography.

Arnold did a great job of selecting an interesting cross-section of leaders from diverse backgrounds. There are chapters on the obvious leaders like Bill Gates and Warren Buffet, but Arnold explores other really interesting not-so-obvious leaders like basketball legend Phil Knight; Spanish master artist Pablo Picasso; and Greek philosopher Hippocrates.

This is a great book for business travelers like me, because each of the 55 chapters is self-contained and you can read an entire chapter on a new leader every time you can carve out 20 minutes at the airport, in a taxi. Having said that, I enjoyed the book so much that I finished the entire book on a long-haul Asia trip.

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