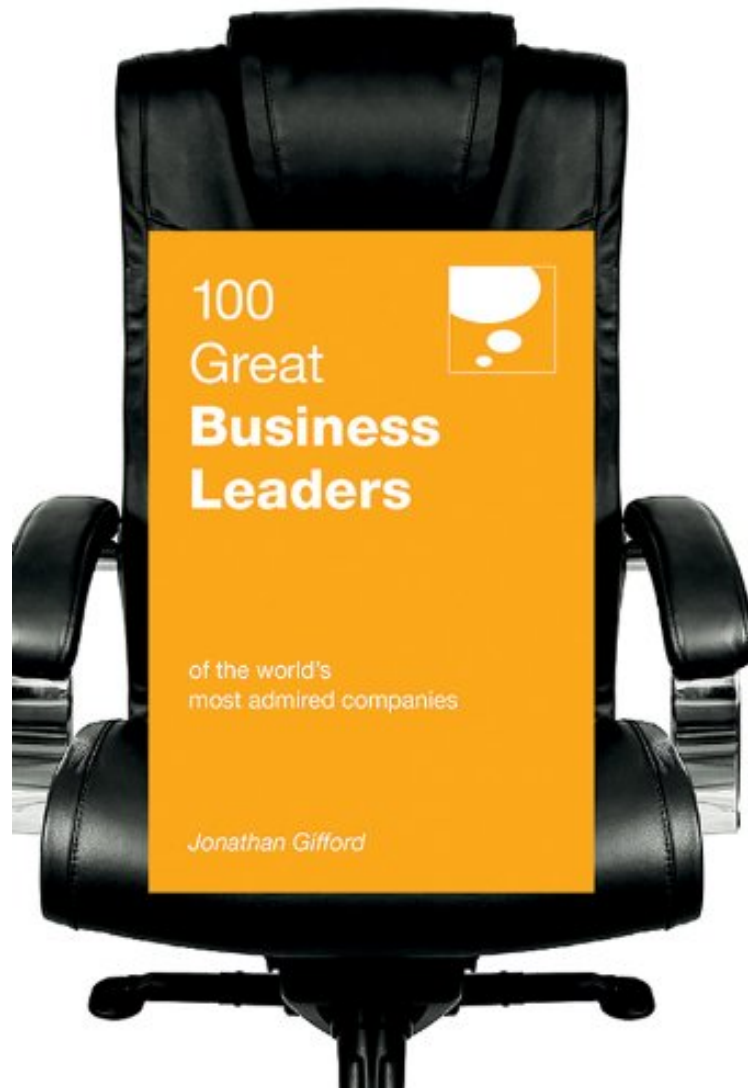


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## 100 Great Business Leaders: Of the world's most admired companies (100 Great Ideas Series)

*Jonathan Gifford*

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**Jonathan Gifford : 100 Great Business Leaders: Of the world's most admired companies (100 Great Ideas Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised 100 Great Business Leaders: Of the world's most admired companies (100 Great Ideas Series):

The success of every great company or popular brand is often the vision of a great leader. Here in this book, we profile

100 Great Business Leaders, giving an account of their business career, demonstrating the innovations, opportunities and business principles that have been introduced in their companies. Also included is a practical section to demonstrate how a reader might apply these ideas in their own lives. The 100 chosen business leaders are from companies located all over the world and include a mixture of business founders (for example Henry Ford, Bill Gates, Kiichira Toyoda, Liu Chuanzhi of Lenovo) and famous business executives (Jack Welch of GE, Lee Iacocca of Chrysler, Indra Nooyi of PepsiCo, Chua Sock Koong of Singapore Telecommunications).

About the Author Jonathan Gifford's writing focuses on the human aspects of business, management and leadership and on the lessons that can be learned from history. He spent the early part of his career in advertising sales and management with national newspapers, including The Guardian, The Sunday Express and The Mail on Sunday. He was later the launch publisher of the award-winning BBC History Magazine. Jonathan is a partner in the digital marketing consultancy, Bluequest Media. He lectures in leadership development for programs run by Saïmon; d Business School, University of Oxford, and also lectures in marketing and business studies for the European Communications School in London. He lives in Oxfordshire with his wife and children.