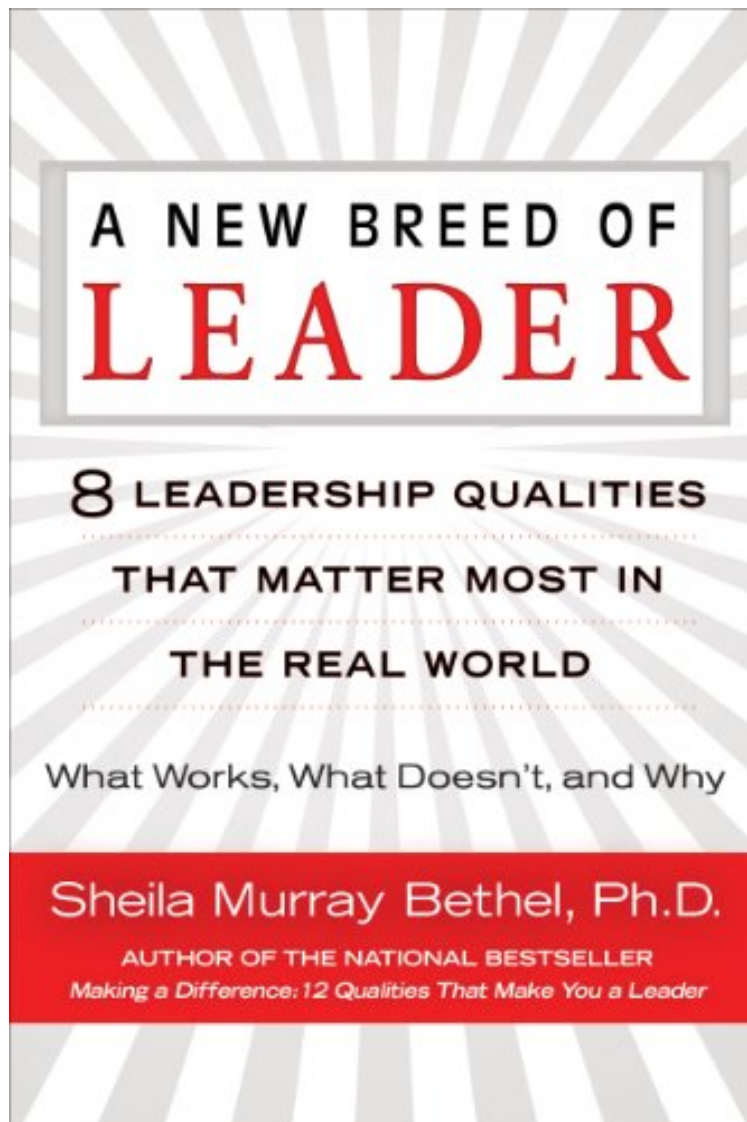


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A New Breed of Leader: 8 Leadership Qualities That Matter Most in the Real World What Works, What Doesn't, and Why

Sheila Murray Bethel

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The author of the national bestseller Making a Difference presents the indispensable characteristics every twenty-first century leader needs. In A New Breed of Leader, Dr. Sheila Murray Bethel-global leadership expert, bestselling author, and award-winning speaker-will show readers how to develop the essential qualities needed to become an effective leader: ? Competence-building purpose ? Accountability-fostering trust ? Openness-generating integrity ? Humility-inspiring authenticity ? Language-connecting relationships ? Values-forging community ? Perspective-establishing balance ? Power-mastering influence Filled with stories about and interviews with successful leaders such as golf legend Arnold Palmer; Andrea Young, CEO Avon Corporation; Howard Schultz, CEO Starbucks; and David Neeleman, CEO JetBlue; this book offers valuable insights and teaches readers how to take advantage of the immediately usable action steps.

About the AuthorDr. Sheila Murray Bethel is recognized internationally as an expert in leadership and change. She is a successful entrepreneur, best selling business author and a hall-of-fame keynote speaker. Her newest book is A New Breed Of Leader: 8 Leadership Qualities That Matter Most In the Real World. With over 3,000 presentations to over two million people in 20 countries, she has shared the platform with former President Gerald Ford, General Colin L. Powell, publisher Katharine Graham, Michael Jordan and Coach Pat Riley, First Lady Hillary Clinton, and Senator Bob Dole, among other luminaries.