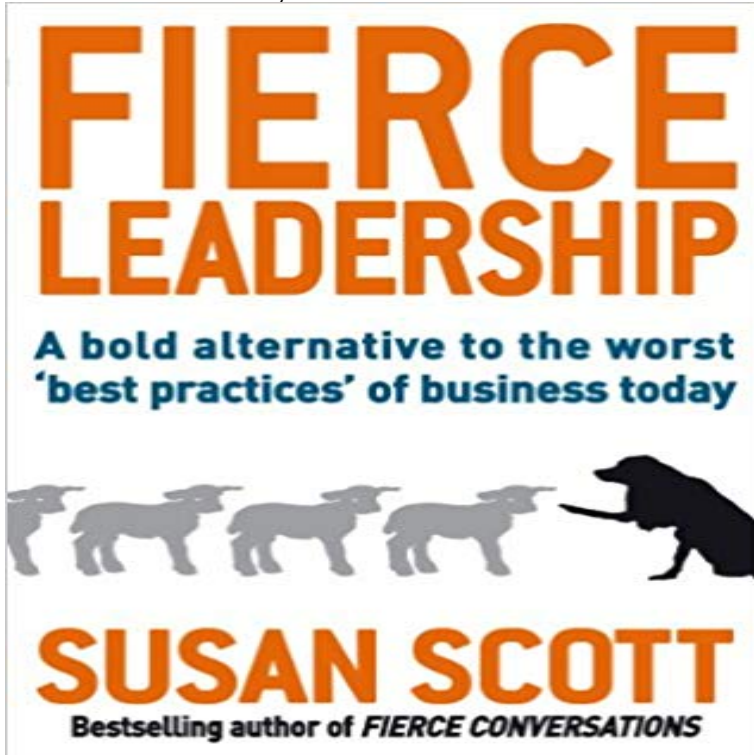


## Fierce Leadership: A bold alternative to the worst best practices of business today



Hire smart people..., Hold people accountable..., Focus on the client.... For years, these mantras have been blindly adopted by business leaders everywhere but, as Susan Scott shows, these so-called best practices are ineffectual, cost companies vast sums and drive away the most valuable employees and customers. Yet they are so deeply ingrained in our organisational culture that no one has questioned them, until now. Informed by over a decade of research and work with CEOs and senior executives of the world's leading companies, Susan Scott reveals why these established practices are so wrongheaded and shows you how to spot the signs that you are falling prey to them and why they are adversely affecting your business. She then, in her direct, no-nonsense style, suggests a series of surprising and smart alternatives that you should put in their place.

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