

As Southwest's President, Colleen Barrett proved that leading with love is the non-stop route to outstanding business performance. Now, in an inspiring conversation, Barrett and legendary leadership expert Ken Blanchard (*The One Minute Manager*) explain what love-based leadership really means... why there's nothing "soft" about it...and how you can start leading with love right now, wherever you are!

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"Even the idea of Ken Blanchard and Colleen Barrett creating a book together staggers the imagination.... For the committed reader it will be a truly life-altering event."

—**TOM PETERS**, *New York Times* bestselling author of *In Search of Excellence*

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"What Real Leadership is all about. Ken and Colleen... are living avatars of their words."

—**WARREN BENNIS**, Distinguished Professor of Business, University of Southern California; author of *Still Surprised: A Memoir of a Life in Leadership*

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"Ken and Colleen are excellent examples of inspired leadership—they lead from their souls. When love permeates an organization in this way, great things can come from it."

—**DEEPAK CHOPRA**, *New York Times* bestselling author of *The Soul of Leadership*

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"An extraordinary conversation between two extraordinary leaders. Don't miss it!"

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"Business needs a whole lot more of what Ken Blanchard and Colleen Barrett discuss. Do yourself a favor and read this important book. You will feel refreshed, inspired, and filled with more hope when you do."

—**JIM KOUZES**, coauthor of *The Leadership Challenge* and *The Truth about Leadership*

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