

THE DEFINITIVE “BLANCHARD ON LEADERSHIP” 25 YEARS OF BREAKTHROUGH LEADERSHIP INSIGHTS IN ONE EXTRAORDINARY BOOK!

Lead at a higher level. Lead your people to greatness as you create high performing organizations that make life better for everyone.

This book will guide you, inspire you, provoke you, and be your touchstone.

Ken Blanchard (coauthor of *The One Minute Manager*[®]) and his colleagues have spent more than 25 years helping good leaders and organizations become great, *and stay great*. Now, for the first time, they've brought together *everything* they've learned about outstanding leadership. Discover how to...

**GO BEYOND *the* SHORT TERM *and* ZERO IN
on the RIGHT TARGET *and* VISION**

**DELIVER LEGENDARY, MANIACAL CUSTOMER SERVICE,
and EARN RAVING FANS**

**TRULY EMPOWER YOUR PEOPLE *and* UNLEASH
THEIR INCREDIBLE POTENTIAL**

**GROUND YOUR LEADERSHIP *in* HUMILITY
and FOCUS *on the* GREATER GOOD**

For a long time, leaders have relied on Ken Blanchard's insight, wisdom, and practical techniques. Now, he and his colleagues have delivered the leadership classic for a *new* generation: *Leading at a Higher Level*.

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“Leading at a Higher Level translates decades of research and 25 years of global experience into simple, practical, and powerful strategies to equip leaders at every level to build organizations that produce bottom-line results.”

JIM IRVINE, *Vice President of Human Resources, Nissan North America*

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