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Quest: Competitive Advantage and the Art of Leadership in the 21st Century (Paperback)

By Dean Van Leeuwen

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book uses powerful stories to inspire leaders to embark on their own world changing quests. It offers a practical framework to assist with designing and develop strategies that deliver meaningful change. This book is written for those leaders who seek to achieve competitive advantage and deliver meaningful benefits to customers, employees and society. There is an enormous problem. Today most organisations focus more on making money over making a difference. As a result, in the race for improved quarterly results, industry after industry is being rocked by one scandal after the next. Dieselgate is just another example in a long depressing list of businesses that got value creation wrong. The good news is there is a new type of leader who is dreaming big and embarking on quests to change the world for the better. These leaders are disrupting industries with unprecedented speed and being rewarded with competitive advantage and market leadership. In Quest, author and strategist Dean van Leeuwen offers unique insights into this emerging leadership mindset as well as a powerful framework for being a strategic...



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