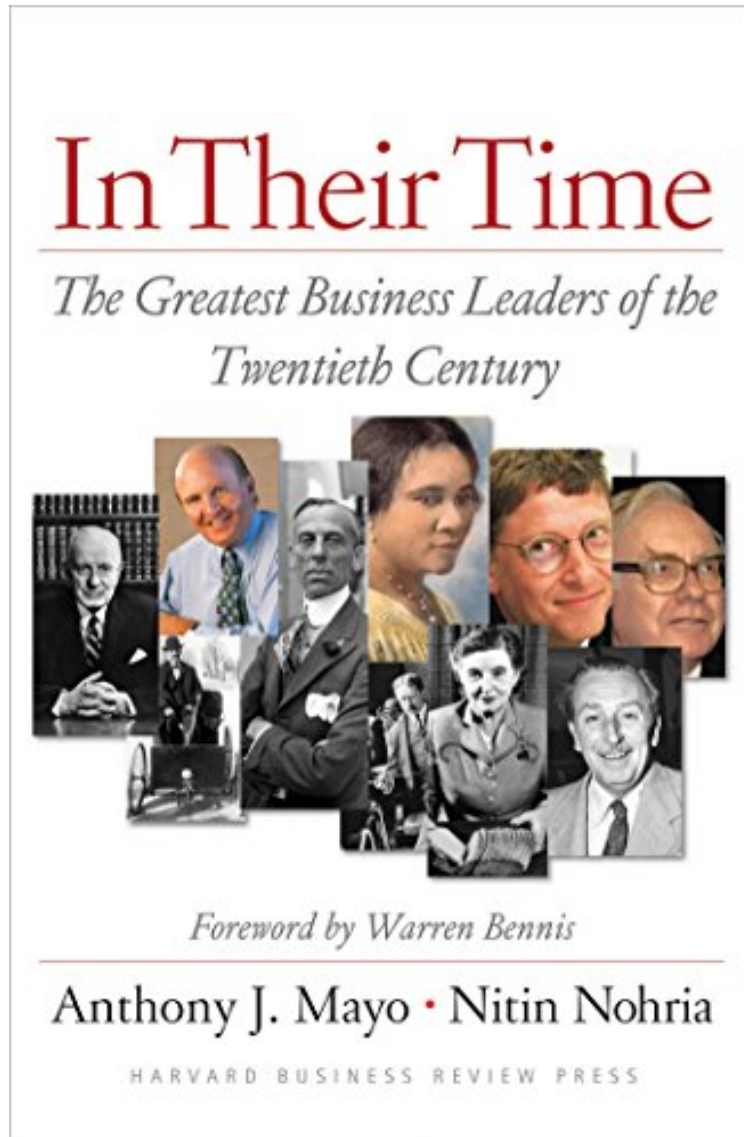


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In Their Time: The Greatest Business Leaders Of The Twentieth Century

Anthony J. Mayo, Nitin Nohria
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Great business leaders possess more than celebrated traits like charisma and an appetite for risk. They have "contextual intelligence"—a profound ability to understand the Zeitgeist of their times and harness it to create successful organizations. Based on a comprehensive Harvard Business School Leadership Initiative study, Anthony J. Mayo and Nitin Nohria present a fascinating collection of stories of the 20th century's greatest leaders, from unsung heroes to legends like Sam Walton and Bill Gates. The book identifies three distinct paths these individuals followed to greatness: entrepreneurial innovation, savvy management, and transformational leadership. Through engaging stories of leaders in each category, the authors show how, by "reading" the context they operated in and embracing the opportunities their times presented, these individuals created, grew, or revitalized outstanding American enterprises. A canon of leadership success from the last century, *In Their Time* reveals insights for contemporary leaders hoping to build lasting legacies.

From BooklistThe authors, Harvard Business School academics, offer profiles from their exhaustive study of the greatest business leaders of the twentieth century. Leadership arises from knowledge and appreciation of one's economic, social, and political situation in the world, and we learn about "contextual intelligence," or the understanding of how to make sense of one's time and to seize the opportunities it presents. Mayo and Nohira classify great business chiefs as entrepreneurs, those who create businesses; managers, those expert at taking advantage of every opportunity; and leaders, those who reinvent industries and see new opportunities in them. With the book's organization by each decade of the twentieth century, we learn the importance of such legends as Sam Walton, Walt Disney, Bill Gates, Henry Ford, Ray Kroc, Jack Welch, Estee Lauder, Ted Turner, Lee Iacocca, and Lou Gerstner Jr. Recognition is also given to "unsung heroes," the large corps of nameless team members who provide support. Although written in a textbook manner, the book offers valuable insight into business excellence. Mary WhaleyCopyright copy; American Library Association. All rights reservedAbout the AuthorRoger L. Dudley started to trace his family in 1975 and a year later hatched the idea for this book. It provided the incentive for buying his first computer and for getting a machine with more memory and storage space. This effort was published in 1992 in a much smaller form and has been expanded, indexed and greatly improved.