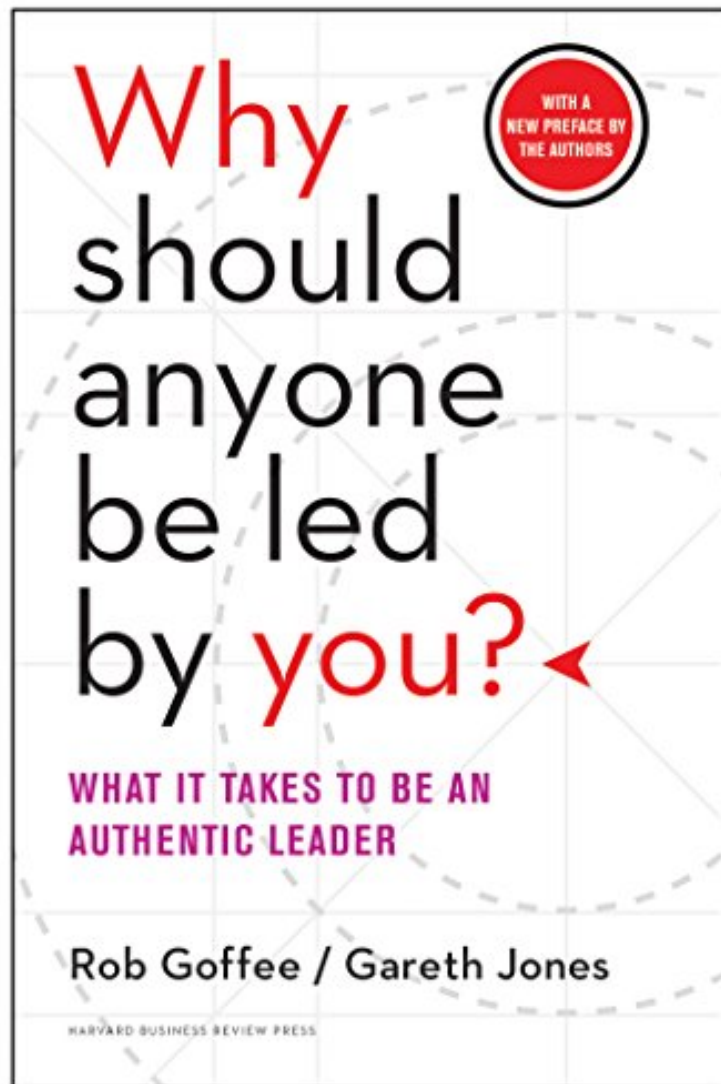


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## Why Should Anyone Be Led by You? With a New Preface by the Authors: What It Takes to Be an Authentic Leader

*Rob Goffee, Gareth Jones*  
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0 of 1 people found the following review helpful. My first book for my first foray into leadership.  
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This opened my mind to a whole new conception in how to approach leadership. Everything said rings true and ties together many of my observations and the observations of numerous leaders I've interviewed in trying to find out how to be a leader.

Are you an authentic leader?  
Too many companies are managed not by leaders but by mere role players and faceless bureaucrats. What would it take to replace these empty suits with real leadersmen and women who are confident in who they are and what they stand for and who truly inspire people to achieve extraordinary results?  
Rob Goffee and Gareth Jones argue that leaders don't become great by aspiring to a list of universal character traits. Rather, effective leaders are authentic: they deploy individual strengths to engage followers's hearts, minds, and souls. Authentic leaders are skillful at consistently being themselves, even as they alter their behavior to respond effectively to changing contexts. In short, the authors present a powerful case: that it takes being yourself, in context, with skill to be a successful, authentic leader and they show you how to do exactly that.  
In this lively and practical book, Goffee and Jones draw from extensive research to reveal how to hone and deploy your unique leadership assets while managing the inherent tensions at the heart of successful leadership: when to show emotion and when to withhold it, how to get close to followers while maintaining an appropriate role distance, and maintaining your individuality while conforming enough to gain traction and lead change. Underscoring the inherently social nature of leadership, the book also explores how leaders can stay attuned to the needs and expectations of followers.  
Why Should Anyone Be Led by You? will forever change how we view, develop, and practice the art of leadership, wherever we live and work.

Why Should Anyone Be Led by You by Rob Goffee Gareth Jones is by far the best book written on leadership.  
Vinay Kalantri, Mobile Wallet, as seen in the Economic Times  
The authors of one of the all-time best books for creative leaders, Why Should Anyone Be Led by You?, are also simultaneously re-releasing that volume with a new preface.  
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