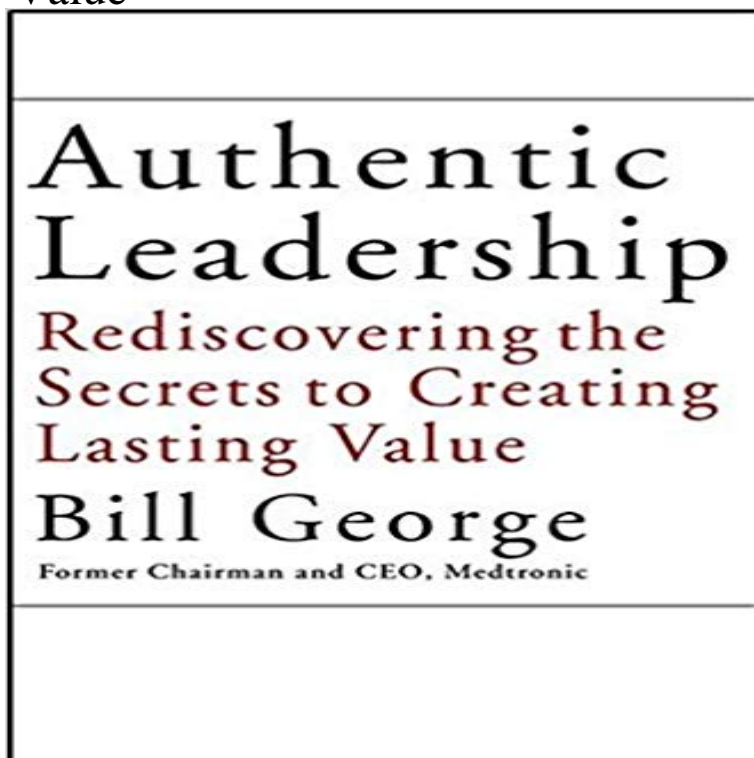


# Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value



In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of doing things right except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership in business, the media, and academia. In *Authentic Leadership* Bill George makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from \$1.1 billion to \$460 billion, averaging 35% per year. George candidly recounts many of the toughest challenges he encountered -- from ethical dilemmas and battles with the FDA to his own development as a leader. He shows how to develop the five essential dimensions of authentic leadership: purpose, values, heart, relationships, and self-discipline. *Authentic Leadership* offers inspiring lessons to all who want to lead with heart and with compassion for those they serve. Bill George helps readers answer vital questions such as: What should I do when my personal values conflict with company business values? How do I make trade-offs between the needs of my customers, my employees, and my company's shareholders? Do I really want to devote my talents to business? *Authentic Leadership* provides a tested guide for character-based leaders and all those who have a stake in the integrity and success of our corporations.

Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value. Bill George. ISBN: 978-0-787-96913-4. Jul 2003, Jossey-Bass. 240 pages. Quantity:..Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value.

Front Cover. Bill George. Wiley, Oct 27, 2003 - Business & Economics - 240 pages. Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value : By Bill George, Jossey-Bass Publishers, 2003, pp. 240. : This book: Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value (Audible Audio Edition): Bill George, Jack Garrett, Recorded Books:Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value by Bill George (2003-08-01) [Bill George] on . \*FREE\* shipping onAuthentic Leadership Rediscovering the Secrets to Creating Lasting Value. Front Cover. Bill George, Warren Bennis. Wiley India Pvt. Limited - 240 pages.Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value [Bill George] on . \*FREE\* shipping on qualifying offers. In the wake ofAuthentic Leadership: Rediscovering the Secrets to Creating Lasting Value. Bill George. ISBN: 978-0-787-97249-3. Oct 2003, Jossey-Bass. 240 pages.Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value 1st edition by George, Bill (2004) Paperback [Bill George] on . \*FREE\*Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value In Authentic Leadership Bill George makes the case that we do need new leaders,Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value. Article January 2003 with 113 Reads. Cite this publication. W. George.Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value (J-B Warren Bennis Series). Dec 10, 2007. by Bill GeorgeAuthentic Leadership has 261 ratings and 21 reviews. Jessica said: Book review Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value.Authentic Leadership : Rediscovering the Secrets to Creating Lasting Value by Bill George.Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value )] [Author: Bill George] [Aug-2003] on . \*FREE\* shipping on qualifyingAuthentic Leadership: Rediscovering the Secrets to Creating Lasting Value. Bill George. ISBN: 978-0-787-97249-3. Oct 2003, Jossey-Bass. 240 pages.