



7 Lessons for Leading in Crisis

Bill George

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One of the country's most trusted leaders offers time-tested and real world advice for leading in economic hard times

From business giant Bill George, the acclaimed author of *Wall Street Journal's* bestseller *True North*, comes the just-in-time guide for anyone in a leadership position facing today's unprecedented economic challenges. The former CEO of Medtronic draws from his own in-the-trenches experience and lessons from leaders (representing an array of companies) who have weathered tough economic storms. With straight talk and clear directions, George shows leaders specifically what they must do to become strong leaders and survive any crisis. His seven lessons include: Face Reality, Starting with Yourself; Never Waste a Good Crisis; and Be Aggressive: This is Your Best Chance to Win in the Market. *Seven Lesson for Leading in Crisis* is a survival kit for anyone in a leadership position.

- A concise handbook for applying proven leadership lessons in tough times
- Written by Bill George one of America's most trusted business leaders and author of *True North* and *Authentic Leadership*
- Offers realistic actions leaders can take to put their companies on the right long-term path

Seven Lesson for Leading in Crisis gives leaders a solid strategy for staying the course.

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