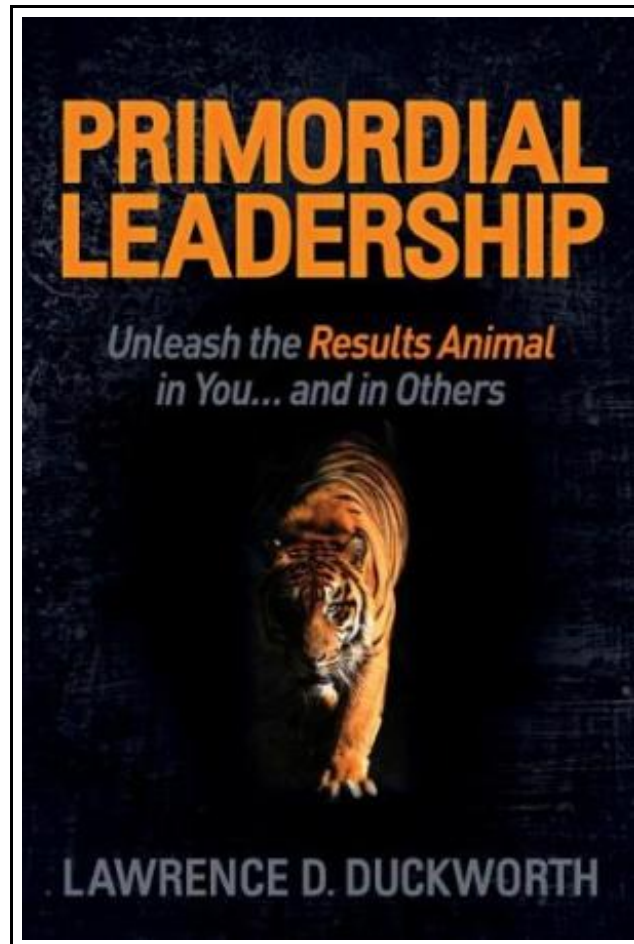


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Reviews

Very helpful for all category of men and women. It is rally fascinating throgh studying period. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Prof. Asia King)

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Morgan James Publishing llc, United States, 2014. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. Unleash the results animal in yourself and your followers! In Primordial Leadership (c), seasoned C-executive Larry Duckworth applies cutting-edge Neuroscience (brain science) to the business world to reveal why people behave the way they do--at the most basic Primordial level--and how to leverage these powerful behavior insights into extraordinary results. Science has identified our most basic Primordial Drive(TM) as humans is to perpetuate the species genes. Duckworth goes further and identifies how six enabling Primal Drives(TM)--Safety, Self-Interest, Hope and Transcendence, Honesty and Trust, Energy and Time Optimization, and Sociability--are at work in specific leadership settings. Harnessing these deeper Primordial forces present in all human animals can clearly differentiate you as a more powerful, valuable leader to both your followers, and the peers with whom you re competing. Duckworth s C-level practical, Primordially-based advice has been field-tested and proven in private and public businesses, non-profits, and government entities. Jam-packed with practical implementation insights, stories, methods, and tools proven to materially improve results, Duckworth also shows you how to take it to the street with the Judo Principle(TM), to leverage all the Primal Drives to work for you rather than against you. He also addresses special leadership contexts such as business turnarounds, military leadership, engineer leaders, female leaders, and older leaders. Primordial Leadership will help you ignite zeal; improve innovation; effectively manage strategic, annual, and operating planning; avoid change resistance; and know what to do when there is no way out. True leadership excellence is within you. It s time to unleash the beast! - Primordial Leadership introduces new, deepest, Neuroscience-based powerful insights into what really drives human behavior at the animal level, for the first time. - MBA...



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