



The Deviant Advantage: The Key to Leading Anyone in Any Situation

By Sandi Coryell

Screeching Donuts, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Deviant Advantage: The Key to Leading Anyone in Any Situation Leadership is not now nor will it ever be a nice linear process that you can learn section-by-section and then put into a box and forget about. It s not about theory. It s about what happens in the real world when the heat is on. It s messy. And it s getting messier by the day as business speeds up, multiple generations work together, and employees are asked to be more than one thing at a time - creative and financial, innovator and salesman, marketer and mentor. The stories in this book detail, mistakes and all, how I developed my leadership approach in the trenches, under pressure, and they provide answers to the questions I m repeatedly asked by senior executives. During my 20 years as president of the entertainment office of a global advertising agency, I worked in highly competitive industries such as movies, theme parks, home entertainment, and television. In response to the mountains my teams and I faced every day, I developed...

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