

Start with the Answer: And Other Wisdom for Aspiring Leaders



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Reviews

This written book is great. I am quite late in start reading this one, but better then never. You will not really feel monotony at at any moment of your time (that's what catalogues are for about when you check with me).

(Abe Reichel DDS)

START WITH THE ANSWER: AND OTHER WISDOM FOR ASPIRING LEADERS



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Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Today, we rarely see the words business and wisdom in the same sentence. For Bob Seelert, chairman of Saatchi Saatchi, the two go hand-in-hand. At a time when our economic systems desperately need to energize people and produce leaders at all levels, Seelert brings us *Start with the Answer*. This collection of 94 real-life stories from Seelert's 40-year career as CEO of five companies in three different industries reveals transformative insights and practical instruction for anyone who wants to succeed as an executive, business leader, or entrepreneur. In this highly readable and down-to-earth book, Seelert outlines his strategies, practices, and principle-centered approach to decision-making and problem-solving. Even more important, he shares the wisdom he has gained through exposure to extraordinary people, events, and institutions. Based on his long and successful career, Seelert boils it all down to the eight dimensions of business life every leader must master in order to succeed - preparation, building and managing a career, business strategy, business operations, finance and economics, leadership, culture and communication, and personal spirit and style. As he explores these eight dimensions in detail, Seelert provides a wealth of experience-based tactics, principles, and ideas for overcoming all the basic challenges of the modern business world. With both the philosophy and the nuts and bolts of great leadership, *Start with the Answer* provides critical insight any aspiring leader can use to succeed in any industry. But you'll find much more here than just business fundamentals, including a philosophical foundation for high-quality leadership in the modern business world. *Start with the Answer* argues that leaders must first come to know themselves, and then develop the values, beliefs, and principles they will...



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