



The Four Factors of Effective Leadership: Revised & Updated

David J. Rendall

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This book combines the wisdom of ancient philosophers, successful executives and leadership gurus into a clear roadmap for leadership success. Using stories of famous leaders and infamous failures, the author illustrates the importance of the four factors: Influence, Integrity, Inspiration, and Improvement. These factors are contrasted with the pitfalls of ineffective leadership: Power, Position, Popularity, and Personality.

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