The Secret Language of Leadership: How Leaders Inspire Action Through Narrative

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DESCRIPTION

The book introduces the concept of narrative intelligence—an ability to understand and act and react agilely in the quicksilver world of interacting narratives. It shows why this is key to the central task of leadership, what its dimensions are, and how you can measure it.

The book's lucid explanations, vivid examples and practical tips are essential reading for CEOs, managers, change agents, marketers, salespersons, brand managers, politicians, teachers, parents—anyone who is setting out to the change the world.

ABOUT THE AUTHOR

The Author

Stephen Denning is senior fellow at the James MacGregor Burns Leadership Academy at the University of Maryland and the author of The Leader’s Guide to Storytelling and Squirrel Inc. from Jossey-Bass. He is former program director, knowledge management, at the World Bank. In 2003 he was named as one of the world's Top Two Hundred Business Gurus. His articles have appeared in leading business publications such as Harvard Business Review and Strategy & Leadership.