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KEN BLANCHARD

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THE KEN BLANCHARD COMPANIES®

LEADING

AT A

**HIGHER
LEVEL**

BLANCHARD ON LEADERSHIP AND CREATING
HIGH PERFORMING ORGANIZATIONS

T H I R D E D I T I O N

Praise for **Leading at a Higher Level**

“At Southwest Airlines, we have always strived to lead at a higher level. We truly believe that profit is the applause you get for taking care of your internal and external customers. We have always insisted upon a happy, carefree, team-spirited—yes, even fun—working environment, which we think results in motivated employees who will do the right thing for their internal and external customers. Reading this book will make a positive difference in your organization.”

Colleen C. Barrett, President Emeritus, Southwest Airlines

“This is not just theory. It is the real stuff, tried in dozens of companies big and small. It represents the most concise, practical, and effective thinking on leadership around. Plainly said, this works.”

Gary Crittenden, Managing Director, Huntsman Gay Global Capital, former CFO of Citigroup and American Express

“Leading at a higher level is a must today if leaders are to rebuild trust and credibility, as we are doing at Tyco. This book will teach you how.”

Eric Pillmore, Senior Vice President of Corporate Governance, Tyco International

“*Leading at a Higher Level* translates decades of research and 40 years of global experience into simple, practical, and powerful strategies to equip leaders at every level to build organizations that produce bottom-line results. At Nissan, we have made these principles a core part of our leadership philosophy, better equipping our managers to bring out the great energies and talents of our employees.”

Jim Irvine, Vice President of Human Resources, Nissan North America

Leading at a Higher Level: Blanchard on Leadership and Creating High Performing Organizations

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