



What Makes Great Leaders Great: Management Lessons from Icons Who Changed the World

Frank Arnold

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Master the skills that icons throughout history have used to achieve the highest levels of success

“This is an intelligent, knowledgeable presentation of management. The pragmatic approach of learning from icons makes the book extremely worthwhile reading for up-and-coming and experienced managers alike.”

—**Dr. Helmut O. Maucher, Honorary Chairman of the Board, Nestlé**

“Embracing a broad variety of successful personalities from all walks of life, this analysis of management skills makes for interesting reading and provides a great source of inspiration.”

—**Dr. Josef Ackermann, Chairman of the Management Board and the Group Executive Committee, Deutsche Bank AG**

“Arnold cleverly explains the keys to successful management with references to real-life challenges successfully overcome by iconic leaders. This entertaining book is insightful, thought-provoking, and of immense practical value.”

—**Fred B. Irwin, President, American Chamber of Commerce in Germany**

“Profound management know-how and coverage of a wide range of valuable issues provide great inspiration for anyone seeking to apply effective management principles in practice.”

—**Professor Klaus Evard, founder and former President of the European Business School**

“Management know-how translates into knowledge of how to succeed in all levels of life, and everyone can learn to be successful. That is the simple premise behind this book.”

—*Frankfurter Allgemeine Zeitung*

What do Barack Obama, Steve Jobs, Pablo Picasso, and Napoleon have in common?

EXCELLENT MANAGEMENT SKILLS

It doesn't matter what your field of expertise is, whom you know, or how educated you are. If you have powerful management skills, you will succeed; if you don't, you'll hit the ceiling sooner rather than later.

In *What Makes Great Leaders Great*, bestselling author and leadership expert Frank Arnold gathers 56 icons from various fields—from business and sports to politics and pop culture—to reveal the specific management skills they used to reach the top.

For every line of work or personal goal, effectively applying these management skills will lead to ultimate success. All the people in this remarkably diverse group figured out what they needed to know to manage their rise to the top—and executed it with superb skill. *What Makes Great Leaders Great* includes:

- **Bill Gates** on harnessing the power of a business mission
- **Nicolaus Copernicus** on questioning every assumption

- **Phil Knight** on fine-tuning the right strategy
- **Michael Dell** on making the customer your number-one priority
- **Michelangelo** on focusing on a single objective
- **Joseph Schumpeter** on practicing creative destruction
- **Roger Federer** on self-motivation
- **Hippocrates** on behaving responsibly
- **Steve Jobs** on implementing ideas
- **Ray Kroc** on envisioning the future
- **Gen. George Patton** on clearly defining assignments
- **Warren Buffett** on demanding effective management
- **Stephen Hawking** on making the best use of your time
- **Pablo Picasso** on fostering life-long creativity
- **Muhammad Yunus** on looking beyond your own interests

Learn from the best in the business—and history—how to leverage your skills, knowledge, and talent to reach levels of success you never dreamed possible.

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Robert Olsen:

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