



Leading From the Edge

Annmarie Neal

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The old model of globalization—including offshoring to save money—no longer applies. Globalization now means you can better position your company for innovation and growth. To be a global leader, you must change and lead from the edge. Every day as a global leader seems to be a paradox: balancing the needs of daily operations while creating conditions that drive success in the future. Rather than try to resolve that paradox, this book helps you think about how to live within it, by developing essential traits and hearing from leaders who succeed globally.

- Learn from seven top executives how they shifted from individual thinkers to leading and growing organizations in an ever-changing economy.
- Learn the specific traits and model for business professionals to emulate and achieve success in global business enterprises.
- Get the on-the-ground, common-sense advice that has been applied by today's successful global executives.

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