



The Rabbi and the CEO: The Ten Commandments for 21st Century Leaders

By Thomas Zweifel, Aaron L. Raskin

Select Books Inc. Paperback. Book Condition: new. BRAND NEW, The Rabbi and the CEO: The Ten Commandments for 21st Century Leaders, Thomas Zweifel, Aaron L. Raskin, Leadership is in crisis. In the rough seas of a borderless economy, the Internet, and outsourcing in turbulent markets, a seismic shift has changed the game. The days of the Great Man-whether a Churchill or Kennedy, even a Gates or Welch-are numbered. Virtually anyone can lead now. But how do you breed principled leaders for the twenty-first century? Is leadership a matter of DNA, culture, or coaching? The answer can be found in the 3,000-year-old tradition of Judaism. Jews are not called the People of the Book by accident. Torah, Talmud, and Kabbalah hold a powerful amalgam of life-and-death leadership stories and astonishingly practical lessons for twenty-first-century managers. In a unique synergy, Dr. Thomas Zweifel, Swiss Consulting Group CEO, Columbia professor, and author of leadership books like Communicate or Die and Culture Clash, teams up with Rabbi Aaron Raskin, Jewish leader, mensch, and author of Letters of Light, to blend the timeless wisdom of the Ten Commandments with a cutting-edge methodology based on twenty-five years of coaching leaders-a mix that provides winning tools for lasting...

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