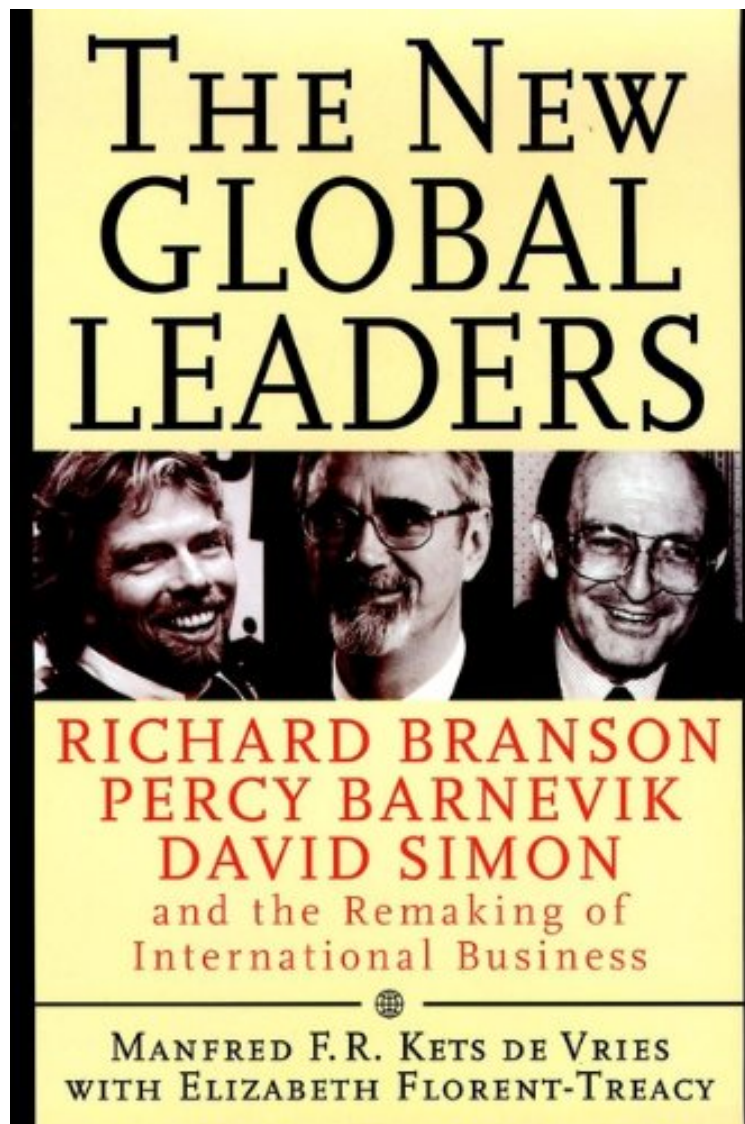


(Free pdf) The New Global Leaders: Richard Branson, Percy Barnevik, David Simon and the Remaking of International Business (J-B US non-Franchise Leadership)

## **The New Global Leaders: Richard Branson, Percy Barnevik, David Simon and the Remaking of International Business (J-B US non-Franchise Leadership)**

*Manfred F. R. Kets de Vries, Elizabeth Florent-Treacy*  
DOC | \*audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#2138705 in eBooks 2007-12-10 2007-12-10 File Name: B001467UTI | File size: 75.Mb

Manfred F. R. Kets de Vries, Elizabeth Florent-Treacy : The New Global Leaders: Richard Branson, Percy Barnevik, David Simon and the Remaking of International Business (J-B US non-Franchise Leadership) before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Global Leaders: Richard Branson, Percy Barnevik, David Simon and the Remaking of International Business (J-B US non-Franchise Leadership):

0 of 0 people found the following review helpful. Really valuable insight in the thought processes of global leaders  
By NedThis book provides a rare and valuable insight of the leadership traits of three acknowledged global business leaders, The author, Kets de Vries, has a very clear and penetrating writing style that is a pleasure to read. Kets de Vries background in psychology gives him a unique perspective that he makes good use in linking the behaviour of his subjects to their childhood experiences. Valuable lessons can be drawn from each leaders. However, a word of caution: the shrewd business leaders in this book could easily have manipulated the interview exercise in this book so as to give an impressive image of themselves. For example, after the publication of this book, Percy Barnevik's superb reputation as one of Europe's foremost business leader was severely questioned as a result of payout scandal.  
2 of 2 people found the following review helpful. A Good Read!  
By Rolf DobelliAuthors Manfred F.R. Kets de Vries and Elizabeth Florent-Treacy idealistically foresee a new era where visionary, innovative CEO's will lead a new type of employee. Through insightful interviews, they position Richard Branson of Virgin, Percy Barnevik of ABB and David Simon of British Petroleum as icons of the modern, improved CEO. Certainly, Branson and Simon seem to be valid role models and their leadership of European global companies presents interesting alternatives. Although it is not reflected in this 1999 book, today Barnevik's reputation is tarnished in the wake of a 2002 severance pay scandal and problems that BusinessWeek refers to as "the mess at ABB." For good or ill, this book will provoke you to ask if emphasizing a leader's charismatic ability to motivate distracts attention from critical core business issues. Despite their varied outcomes, these charismatic visionaries created family-like corporate cultures and inspired their employees. Thus, they demonstrated that the new economic era requires a new type of leader. Whether they together constitute a composite of that leader is another question. We recommend this solid book to management students and to upcoming executives.  
4 of 6 people found the following review helpful. Delivering shareholder value is not enough  
By A CustomerWell written, easy to read. Hard acts to follow. You will get to know three successful business leaders. What are their background, childhood, education and career? What happened to their companies when they were leading them? Interviews with each one of them in which many questions are answered that you probably would have asked. The companies are large, global and successful. There is a lot to learn. It is not a cookbook. The authors make a useful summary but when you reflect about what the three persons have done there are not only many things they all did but also many things they did differently. I bought the book because it was listed under the heading "business ethics" in a search. The book is not directly about ethics. It is useful in that context as it shows that these three leaders through their actions demonstrate having moral convictions. Part of that conviction is to deliver shareholder value but also strong feelings of responsibility for the environment and social issues. Furthermore they have been able, with a lot of hard work, to impart this concept on all of the employees. All three believe that employees become much more motivated and loyal to the organisation when they feel that they are working towards goals in addition to shareholder value. One also becomes convinced that they do not set these wider goals as a public relations exercise or a clever way to motivate people to work harder. These leaders are totally sincere in what they say and what they do.

Spend some time with three of today's most noted business pioneers and share their secrets for achieving international success. The New Global Leaders takes readers into the private worlds of Asea Brown Boveri's Percy Barnevik, Virgin founder Richard Branson, and British Petroleum titan David Simon to provide rare and candid profiles of how these charismatic leaders have redefined organizational growth and development in the latter 20th century. The authors were granted unprecedented access to these men and the results are as fascinating as they are informative. Readers are treated to personal interviews with these very powerful and very different personalities, each of whom provides a behind-the-scenes account of how he put his company on the global map. Sharing their philosophies, visions, and strategies, they exemplify leadership in an age of rapid and relentless change and provide new models of success for our post-industrial era.

.com What does it take to run a global company during this age of international competition, technology, and downsized work forces? In The New Global Leaders, Manfred F.R. Kets De Vries and Elizabeth Florent-Treacy provide some answers by examining the lives and work of three of Europe's most storied business leaders: Richard Branson, founder of the Virgin Group; Percy Barnevik, architect of the merger that created the ABB engineering conglomerate; and David Simon, who resurrected British Petroleum. The authors find that each of these leaders succeeds with charisma and a managing philosophy that centers on speed, openness, and a disdain for bureaucracy. "As organizations go through a global 'revolution,' they require the leadership of a significantly different kind of CEO," write the authors. "Leaders at the helm of the corporations of the future will need the capacity to step out of their own comfort zone and adapt to other realities." While the book is a bit obsequious at times, it's easy to read and understand. Common among all three executives is their simple and direct style. Simon, for example, is a zealot about meeting benchmarks. His slogan is "Performance, reputation, and teamwork." The book shines because it's three biographies and three business histories in one. Managers at companies of any size can benefit from the experiences of Branson, Barnevik, and Simon. --Dan Ring  
From Library JournalThe authors, affiliated with INSEAD, an international

business school in France, call Branson the "Builder," Barnevik the "Integrator," and Simon the "Transformer." These three corporate executives (of Virgin, Asea Brown Boveri, and British Petroleum, respectively) are presented as role models of leadership styles for the new global executive. Such leaders must be "charismatic" and "architectural." The executive profiles, including personal interviews, are uneven, often rambling. The authors attempt to throw in a dash of nearly every management concept in vogue in the past ten years. Each of the three units in the book ends with a "key points" page outlining the company's competitive edge based on the executive's style. At least that feature pulls together elements of the unit, giving some structure to the content. Not a necessary purchase, except for collections striving to be all-inclusive.

ASusan DiMattia, "Library Journal" Copyright 1999 Reed Business Information, Inc.

"Brilliant portraits of three exemplary global leaders with important lessons for all leaders." -Warren Bennis, professor, University of Southern California, and author, Organizing Genius

"A masterful work that gives us insights into the key issues, fears, and decisions of three global leaders. The analyses, case studies, and interviews by Kets de Vries and Florent-Treacy reveal more about these men than they might have realized." -Ron Bolger, chairman, Telecom Eireann