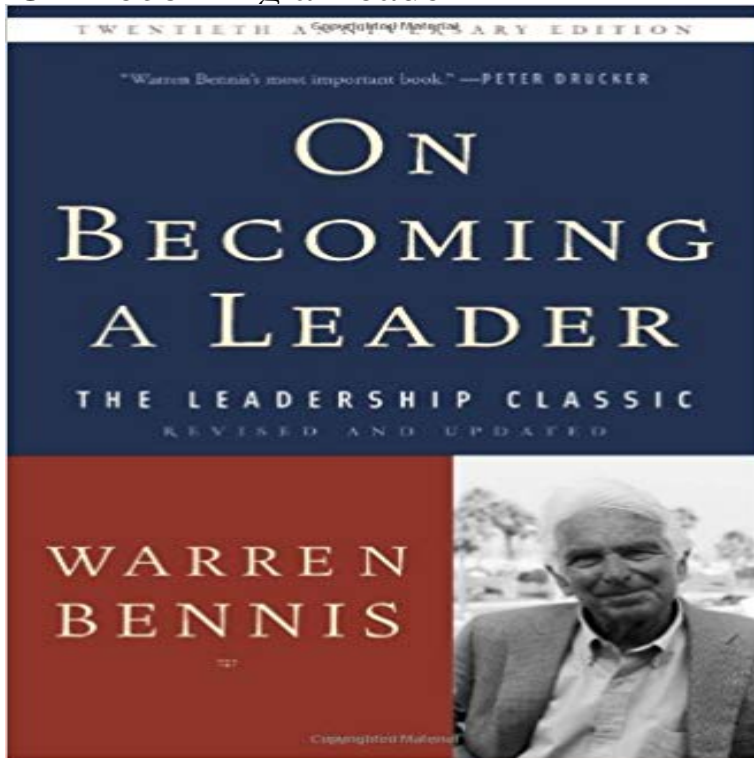


# On Becoming a Leader



Deemed the dean of leadership gurus by Forbes magazine, Warren Bennis has for years persuasively argued that leaders are not born they are made. Delving into the qualities that define leadership, the people who exemplify it, and the strategies that anyone can apply to achieve it, his classic work *On Becoming a Leader* has served as a source of essential insight for countless readers. In a world increasingly defined by turbulence and uncertainty, the call to leadership is more urgent than ever. Featuring a provocative new introduction, this new edition will inspire a fresh generation of potential leaders to excellence.

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