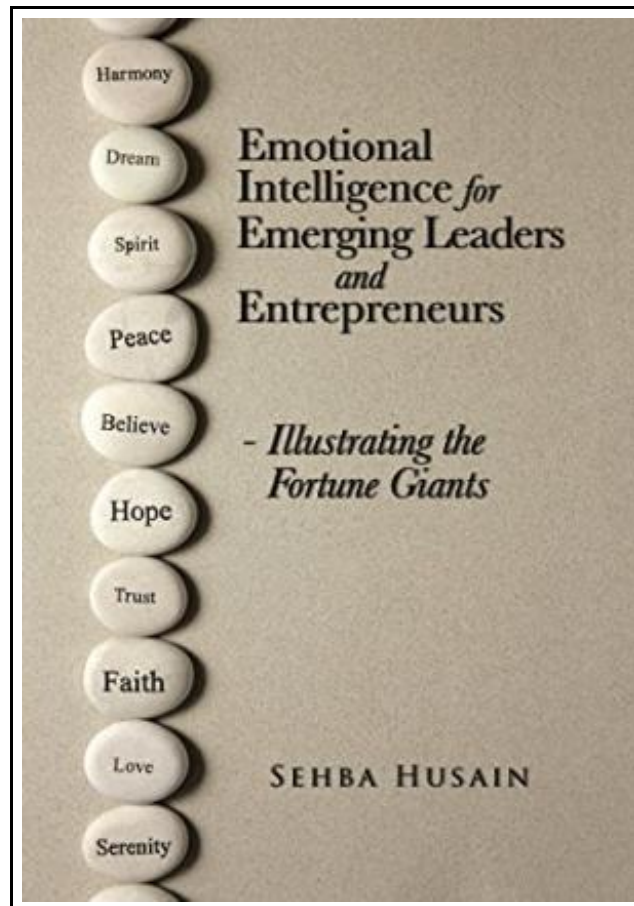# Emotional Intelligence for Emerging Leaders and Entrepreneurs - Illustrating the Fortune Giants (Hardback)

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Reviews

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(Dr. Lily Wunsch II)

EMOTIONAL INTELLIGENCE FOR EMERGING LEADERS AND ENTREPRENEURS - ILLUSTRATING THE FORTUNE GIANTS (HARDBACK)

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Partridge Publishing, United States, 2014. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Emotional Intelligence for Emerging Leaders and Entrepreneurs - Illustrating the Fortune Giants is an attempt to investigate the significant importance of Emotional Intelligence for business organizations especially that are emerging ones. It illustrates most successful Fortune 500 global corporations as to how they have used emotional intelligence as an important strategic focus to ahieve their bottom line. These pioneer companies do not confine to use EI in managing their employees and customers but also use EI based initiatives to engage and satisfy all their direct and indirect stakeholders. The book strives to enable leaders and entrepreneurs to develop the perspectives around strengths of emotional intelligence and its application to devise most powerful strategies. Number of models and frameworks have been developed over the years and are included in this book. It is manifested that EI does not only addess the behavior related issues but also empowers leaders to manage other functions in business organizations. Efforts made throughout this project are expected to provide whole lot of different insights in the areas of leadership, performance, productivity, behavior and overall effective management of business.

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