



After an astonishing career - first in Scotland and then over 27 years with Manchester United Football Club - Sir Alex Ferguson delivers Leading, in which the greatest soccer coach of all time will analyze the pivotal leadership decisions of his 38 years as a manager and, with his friend and collaborator Sir Michael Moritz, draw out lessons anyone can use in business and life to generate long-term transformational success. From hiring practices to firing decisions, from dealing with transition to teamwork, from mastering the boardroom to responding to failure and adversity, Leading is as inspiring as it is practical and a go-to reference for any leader in business, sports, and life.



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