



The Powers to Lead

By Joseph S. Nye

Oxford University Press Inc. Paperback. Book Condition: new. BRAND NEW PRINT ON DEMAND., The Powers to Lead, Joseph S. Nye, With The Powers to Lead, Joseph S. Nye Jr. offers a sweeping look at the nature of leadership in today's world, in an illuminating blend of history, business case studies, psychological research, and more. As he observes, many now believe that the more authoritarian and coercive forms of leadership-the "hard power" approaches of earlier military-industrial eras-have been largely supplanted in postindustrial societies by "soft power" approaches that seek to attract, inspire, and persuade rather than dictate. Nye argues, however, that the most effective leaders are actually those who combine hard and soft power skills in proportions that vary with different situations. He calls this "smart power." Drawing examples from the careers of leaders as disparate as Gandhi, Franklin D. Roosevelt, Lee Iacocca, and-in a new preface-Barack Obama, Nye uses the concept of smart power to shed light on such topics as leadership types and skills, the needs and demands of followers, and the nature of good and bad leadership in terms of both ethics and effectiveness. In one particularly instructive chapter, he looks in depth at "contextual intelligence"-the ability to...



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Reviews

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