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The Leadership Campaign: 10 Political Strategies to Win at Your Career and Propel Your Business to Victory

By David Morey, Scott Miller

Career Press, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. The Leadership Campaign is a playbook for winning in the reality of today's competitive global business environment. Each of the 10 steps it offers was learned on the most intensely competitive global battlefields. Thirty years ago, the authors were top-tier political consultants who could boast of a dozen presidential wins around the world. Candidates hired the authors company to apply to their political campaigns what the authors knew about business communication and marketing strategy. Then, in 1984, Steve Jobs asked them to build the Campaign Model for Apple, putting Jobs upfront as his company's perennial candidate. This time, Jobs essentially asked the authors to apply what they knew about political campaigning to business. Continuously improved, the model has kept on working for their clients ever since, from Apple, Coca-Cola, and Citigroup to Verizon, Visa, and the Walt Disney Company. The Leadership Campaign will help you put these winning strategies to work for your company and your career. You will learn: Success-building communications skills used to train political leaders and CEOs around the world. Proven strategies to take control of...



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