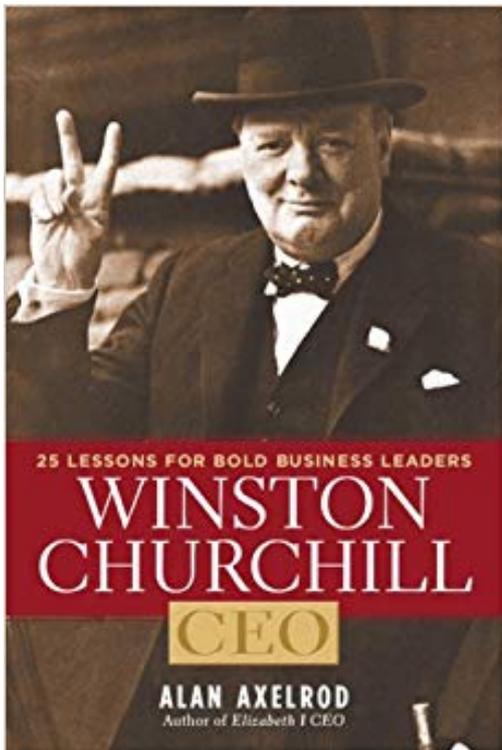


Winston Churchill, CEO: 25 Lessons for Bold Business Leaders *by* Alan Axelrod



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Following his *BusinessWeek* bestsellers *Elizabeth I*, *CEO* and *Patton on Leadership* comes a new and perfect subject for Alan Axelrod's innovative format: Winston Churchill, the quintessential leader of the 20th century.

Churchill skillfully converted crisis into victory, making the boldest of visions seem attainable; even though he sometimes failed audaciously, he embraced his errors and used them to become stronger. Axelrod looks at this much-studied figure in a way nobody has before: he explores 25 key facets of Churchill's leadership style and decision-making from his early years as a junior cavalry officer and journalist to his role throughout WWII and demonstrates how he was able to overcome near-impossible obstacles. Fluidly and engagingly written, each lesson is enlivened with a vivid vignette from Churchill's life. As always, Axelrod's penetrating analysis will instruct, inspire, and encourage those who lead business enterprises, large and small.



Reviews of the **Winston Churchill, CEO: 25 Lessons for Bold Business Leaders** by Alan Axelrod

OwerSpeed

I didn't take notes as I listened, but apparently Mr. Dobbs in his August 09 review paid rapt attention to the lessons for future CEO's & businessman. I couldn't hope to duplicate that. I'm not a CEO or business person but that did not diminish in any way my enjoyment of a very good biography. Its lessons for leadership are very well integrated into Churchill's life history. He is the most influential, greatest, western individual of the 20th century. A driving force, always desirous to be in on the action, his was an ego-driven, "look at me" attitude. He not only wrote history, he made it. He was a battle tested veteran of many wars but his most important tool was words. He wielded the English language in print & in speech like a precision weapon. Alan Axelrod favors us with many quotes from the great man which we have heard all our life. The stories are lively & germane to his subject, 25 lessons. Well done.

greatest

I have always been a fan of Sir Winston Churchill who I consider to have been perhaps the greatest leader of the 20th century. His life from his privileged childhood and his tortured relationship with his father to his exile from government following WWI and his ultimate return as Prime Minister is a fascinating story. It is not an understatement to say that his leadership may well have saved western civilization from the grip of the Nazis.

Alan Axelrod's well-written book presents a biography of Churchill structured around 25 key leadership lessons gleaned from his life. Following a brief introduction the author divides the book into 25 chapters illustrating the following leadership lessons:

1. Always Savor the Thrill
2. Engage the Realities
3. Define Your Destiny
4. Fail and Learn
5. The Job: Do It
6. See for Yourself
7. Be Just
8. Draw a Line
9. Never Wear Another Man's Hat
10. Speak Truth to Power
11. Navigate by Your Own Compass
12. Reject the Tyrant's Bargain
13. Accept Uncertainty
14. Offer the Privilege of Sacrifice
15. Make Good Use of Adversity
16. Put Threats in Their Place
17. Put the Highest Value on Rock Bottom
18. Practice the Craft of Conscience
19. Defy Them
20. Greet Hardship as Opportunity
21. Provide Perspective, Create Priorities
22. Be Indomitable
23. Gather Good Partners
24. Suit the Tune to the Time and the Place
25. Win

Each chapter is an episode from Churchill's life that illustrates the principle theme of the chapter. The key lessons are summarized in "sidebars" in each chapter. Because Churchill's life is so rich in "teachable moments" there is no shortage of material and Mr. Axelrod does a masterful job of extracting the most valuable lessons.

Serious students of leadership will find Winston Churchill CEO well-worth their time.

IWAS

Neatly blending historical events with leadership principles, Axelrod creates a thought-provoking and insightful look at the life and precedents set by Winston Churchill.

Starting with essential background, the author lays out the main subject's character and events that shaped it. He opens a door to the time period and it's mindsets, setting a clear stage for what is to come. After that, chapters are neatly arranged around core principles; each is exemplified by an event or period of Churchill's life, and the modern application of such a principle to CEOs and businesses is expounded.

The author writes extremely well; the language flowed smoothly and was easy to follow and become immersed in while remaining powerful and authoritative. I didn't feel like there was much in the way of a conclusion, but the book as a whole was an excellent read and well worth anyone's time.

Granigrinn

This is a good book. Having always been interested in Churchill, this work on his leadership lessons peaked my interest. While most of us aren't convincing others why or why not we should be going into war(s), Churchill was a master at providing prospective, priorities and learning from failure. Churchill was a winner and his style of leadership can be effective in all positions and organizations in the 21st century. In the end, traits such as: honesty, relationship building, communication and conviction are still admirable in a leader.

This is a great book for those interested in learning more about Winston Churchill and maximizing their leadership potential.

Kekinos

I stumbled upon this book and all I can say is that it was not what I expected. In an effort to be fair there were some interesting sections, but it is truly not a book that can be used as any kind of real leadership guide. I attempt to keep myself current on any new management and leadership books and I thought it was strange that I had never heard of this book before. After reading it I knew why.

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