



# Leadership Brand: Developing Customer-Focused Leaders to Drive Performance And Build Lasting Value (Hardback) - Common

*By (author) Norman Smallwood By (author) David Ulrich*

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## **Leadership Brand: Developing Customer-Focused Leaders to Drive Performance Amd Build Lasting Value (Hardback) - Common** By (author) Norman Smallwood By (author) David Ulrich

Shows how branded leadership delivers unique value for firms' investors, customers, and employees - elevating market value and creating a competitive edge. This book presents a six-step process for creating leadership brand in an organization.

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