



On Becoming A Leader

By Warren G. Bennis

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The classic book that captures the essence of leadership like none other--expanded and updated for tomorrow's leaders, with a new introduction by the author.

Warren Bennis's formative years, in the 1930s and '40s, were characterized by severe economic hardship and a world war that showcased the extreme depths and heights to which leaders could drive their followers. Today's environment is similarly chaotic, turbulent, and uncertain. *On Becoming a Leader* has served for nearly fifteen years as a beacon of insight, delving into the qualities that define leadership, the people who exemplify it, and the strategies that anyone can apply to become an effective leader. This new edition features a provocative introduction on the challenges and opportunities facing leaders today, with additional updates and current references throughout.

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Editorial Review

From Publishers Weekly

Business consultant and University of Southern California professor of business administration, Bennis here deplores what he considers a dearth of leadership in the world. Although he provides solid, practical guidance in how to fill this vacuum, his philosophically and psychologically rich volume seeks primarily to define leadership--which, in his view, requires self-knowledge and clear personal goals. Leaders in widely diverse areas--represented by television producer Norman Lear, AIDS researcher Mathilde Krim, CEO John Sculley and feminist Gloria Steinem--all share, contends Bennis, the ability to unite people in a common purpose. The curiosity of leaders, their faith in an "inner voice" and success in seizing control of their lives distinguish them from mere managers. But while a leader may demonstrate talent, the author observes that its fulfillment depends largely on organizational response to the challenge. 75,000 first printing; major ad/promo; author tour.

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From Library Journal

Bennis, author of the popular *Leaders: The Strategies of Taking Charge* (LJ 4/1/85) and also co-author of *The Unreality Industry*, reviewed in this issue, p. 00.-- Ed. , has interviewed hundreds of leaders over time, and he uses 30 of them to illustrate his points. He does this by quoting them, as appropriate, in the various chapters of the book--"Understand The Basics," "Operating on Instinct," "Knowing Yourself," etc. He still sees vision as an essential ingredient for leadership, but in this work stresses how to find the vision. "The point is to become yourself, to use yourself completely--all your skills, gifts, and energies--in order to make your vision manifest." Recommended for all business collections.

- *Michael D. Kathman, St. John's Univ., Collegeville, Minn.*

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About the Author

Warren Bennis is Distinguished Professor of Business Administration at the University of Southern California and a consultant to multinational companies and governments around the world. He also chairs the Advisory Board of the Kennedy School's Center for Public Leadership at Harvard University. He is author of more than thirty books and dozens of other articles on leadership, including *Managing the Dream*, *Organizing Genius*, and *Learning to Lead*. He lives in Santa Monica, California.

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