



The New Art of the Leader

By William A. Cohen

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Using “the combat model of leadership,” this book demonstrates how to apply the winning tactics of the military to business, while maintaining absolute integrity. Retired Major General William S. Cohen of the US Army Reserve Forces showcases the skills and drive of remarkable leaders such as director Steven Spielberg, former Intel CEO Andy Grove, and Starbucks CEO Howard Schulz, as well as military commanders from ancient times to today.

“Bill Cohen knows more about what makes great leaders than anyone I know.”—General Frederick Kroesen, former commander of the US Army Europe

“Cohen is remarkable not only for his acumen but also for this morality and humanity. Where Cohen leads, any entrepreneur would do well to follow.”—*Entrepreneur Magazine*

“With driving force, Cohen nails his points home with each sentence. . . . From the battlefield to the boardroom, Cohen offers examples of incisive leadership under the best and worst conditions.”—*Publishers Weekly*

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