



# **Real Leaders Don't Boss: Inspire, Motivate, and Earn Respect from Employees and Watch Your Organization Soar**

*Ritch Eich*

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"...throw away the heavy textbooks and get set for some real-world wisdom from someone who has been there and done it..."

--Mike McCurry, White House Press Secretary for President Clinton, Principal, Public Strategies Washington, Inc.

"Ritch has deep leadership knowledge and experience, and this book will provide valuable information to all who want to further develop their leadership skills."

--David Brandon, Director of Athletics, The University of Michigan and former chairman and CEO, Domino's Pizza

Forget leadership gimmicks and catch phrases, "instant" leadership manuals and Stalinesque approaches to bottom-line results. Skip the sharp cuts to cope with tough times, too. Real and effective leaders today--from the executive suite to the assembly line--quietly and consistently follow what Dr. Eich has identified as the seven principles of effective leadership.

True leaders know how to make ethical judgments in the face of real-world challenges, and recognize what it takes to win loyalty and respect, motivate through passion, develop positive relationships, and enhance open communication.

**Real Leaders Don't Boss** is an easy-to-understand, practical guide to leadership in the workplace and in life that can help anyone grasp what it takes to inspire, motivate, and lead. With the help of real-life stories and advice from top leaders, it teaches how, with the right direction and guidance, real leaders quietly stand back and, no matter the economic conditions, observe as others achieve success, which creates their own successes.

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