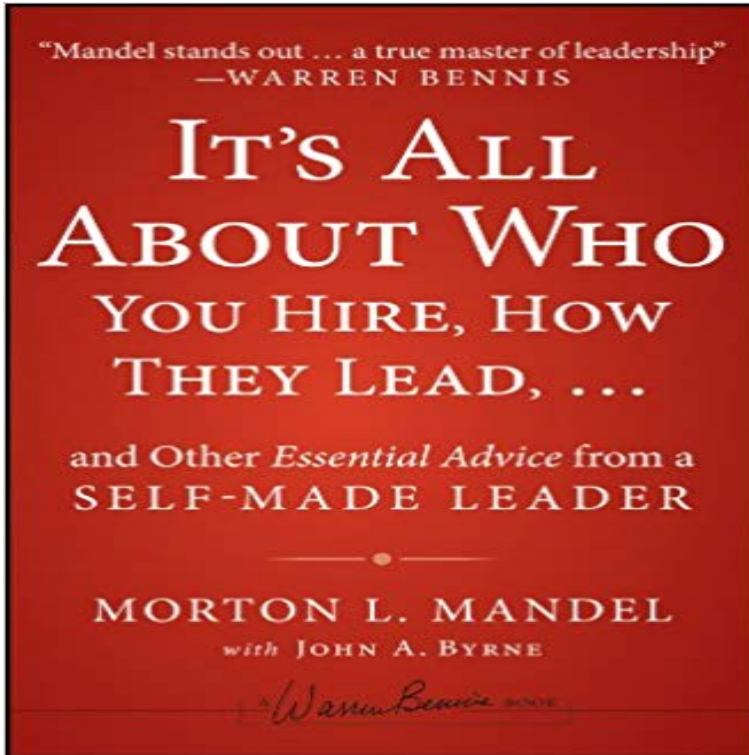


# Its All About Who You Hire, How They Lead...and Other Essential Advice from a Self-Made Leader



Leadership wisdom from a former CEO and Self-Made Billionaire With corporations now associated in the public mind primarily with greed and unethical practices, its more important than ever for leaders to move the focus back onto integrity, honesty, and doing the right thing. Mort Mandel, a CEO whom Peter Drucker esteemed in the same category as Jack Welch and Andy Grove, has spent the past seven decades mixing business and philanthropy, to the great enhancement of both. In this book Mandel shows how leaders can create lives of both meaning and profitability. Contains Mort Mandels fascinating story (including his work with Peter Drucker, and the painful sale of Mandels company) Provides both inspiration and lessons on the leadership skills such as building culture, customer relationships and execution that are necessary to achieve crossover successShows how running a business and a nonprofit made Mandel a better entrepreneur and a self-made billionaireThe book is filled with lessons learned from how Mort Mandel built a \$3 billion company from scratch, yet also managed to spend up to a third of his time in the social sector, building and supporting nonprofit organizations.

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