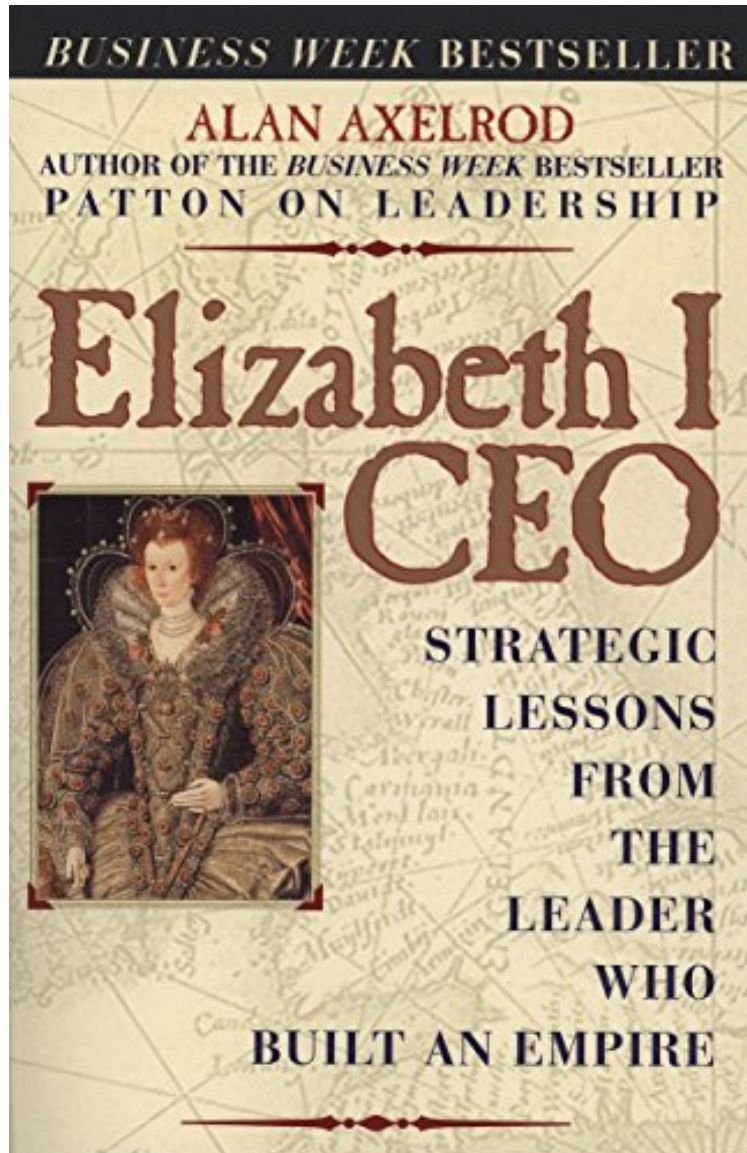


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Elizabeth I CEO: Strategic Lessons from the Leader Who Built an Empire

Alan Axelrod Ph.D.

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Alan Axelrod Ph.D. : Elizabeth I CEO: Strategic Lessons from the Leader Who Built an Empire before purchasing it in order to gage whether or not it would be worth my time, and all praised Elizabeth I CEO: Strategic Lessons from the Leader Who Built an Empire:

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Few leadership titles have been written on the lives of women. Alan Axelrod, noted historian and business management expert, reveals how Elizabeth I overcame daunting obstacles to win intense loyalty and lead England to greatness. The queen's long reign offers lessons on: developing a leadership attitude and image enhanced by personal dynamism; becoming an effective coach and mentor skilled at nurturing creativity; manipulating others--subtly and ethically--and knowing and anticipating the "enemy." How did Elizabeth meet the challenges that faced her, managing not only to stay alive and keep her imperiled nation afloat, but also to win the intense loyalty of her people and lead England to greatness? Historians and biographers have offered many explanations. Elizabeth I, CEO takes a fresh view, exploring issues that are relevant to leaders--especially business leaders--of today. From the Trade Paperback edition.

.com Recently, we have seen England's venerable Queen Elizabeth I portrayed in popular movies as both a wise supporting character and powerful leading lady. Now, thanks to historian and author Alan Axelrod, we can not only see the 16th-century monarch as a single woman who turned the fortunes of an entire nation around--we can apply many of the traits and practices of Good Queen Bess to our own business lives. "You can learn that being a leader is being a leader, whether your enterprise is a Renaissance kingdom, a small business, a major corporation, a corporate department, or a three-person work group with a job to do," Axelrod writes in Elizabeth I, CEO. Like other authors who relate the conduct and writings of a historical figure to situations in the modern world (including himself in Patton on Leadership), Axelrod uses Elizabeth's behavior and words to frame a blueprint for corporate survival, personal image building, staff development, control, and--ultimately--success. The author draws 136 pointers from Elizabeth's life, each amplified with lively, germane anecdotes. Among them: "Control the Message, not the Messenger," "No Leader Is a Solo Act," and "Forgive, but Don't Forget." --Howard Rothman From Publishers Weekly Who could possibly offer better leadership lessons than one of the most powerful women in history? Axelrod (Patton on Leadership, etc.) details more than 100 leadership principles based on Queen Elizabeth's style of statesmanship. Having assumed the throne during a time of economic and religious turmoil, she helped rebuild England and strengthen its position in the world during her four decades as queen. Some of the lessons drawn from her reign are simplistic and obvious, such as "Knowledge Really Is Power," based on the queen's voracious appetite for reading and her study of Greek and Latin. "Keep a Clear Head and an Even Keel" derives from the monarch's ability to hold her temper; during difficult negotiations, she would occasionally leave the room to walk outside. Other lessons deserve more attention from today's executives, such as "Make a Spectacle of Yourself": Axelrod avers that a leader must motivate employees with more than the bottom line, and that theatrical gestures can be an effective source of inspiration. In a similar vein, Axelrod exhorts, "Be a Great Communicator": "An effective leader thinks about what he says, carefully crafting each utterance of any significance." While history fans will enjoy the brief portraits of Queen Elizabeth's governing style in various circumstances, those seeking penetrating management insights may be disappointed that not every lesson applies equally to today's corporate leaders. \$200,000 ad/promo; 3-city tour; 20-city radio satellite tour. Copyright 2000 Reed Business Information, Inc. About the Author Alan Axelrod is a renowned historian and business writer. He was the co author of the New York Times bestseller What Every American Should Know About American History as well as the BusinessWeek bestsellers Patton on Leadership and Elizabeth I, CEO. He has written extensively on the Civil War.