



Leadership 2.0

By Travis Bradberry, Jean Greaves



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Sharing discoveries from a groundbreaking study that separated the leadership skills that get results from those that are inconsequential or harmful, *Leadership 2.0* introduces a new paradigm of leadership.

A passcode provides online access to the self-assessment edition of the bestselling 360° Refined™ leadership test. 360° Refined™ will show you where your leadership skills stand today and what you can do to begin maximizing them immediately. Your test results will:

- Reveal your scores for all 22 core and adaptive leadership skills.
- Reveal the specific behaviors responsible for your scores.
- Pinpoint which of the book's 100+ leadership strategies will increase your leadership skills the most.

In today's fast-paced world of competitive workplaces and turbulent economic conditions, each of us is searching for effective tools that can help us adapt and strike out ahead of the pack.

Leadership 2.0 delivers a step-by-step program for increasing 22 core and adaptive leadership skills. Core leadership skills (those that get people into leadership positions) will sharpen your saw, and adaptive leadership skills (those that set great leaders apart) will make you into the leader you've always wanted to be.

For the first time ever in a book, Drs. Bradberry and Greaves unveil TalentSmart's revolutionary leadership program to help you **identify your skill levels, build your skills into strengths, and enjoy exemplary performance in the pursuit of important objectives.** Trusted by upper-echelon leaders inside companies worldwide, the strategies in this book will take your leadership skills to bold new heights.

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Editorial Review

Review

Praise for Bradberry and Greaves:

"What distinguishes us as human beings is that we are capable of positive change. They succinctly explain how to employ our intelligence in a beneficial way."

--THE DALAI LAMA

"A fast read with compelling anecdotes and good context in which to understand and improve."

--NEWSWEEK

"Read-worthy strategies for improving skills make this our how-to book of the week. And who can resist an online quiz with instant feedback?"

--NEWSDAY

"They give abundant, practical findings and insights."

--STEPHEN R. COVEY, AUTHOR, *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*

From the Inside Flap

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The book's smooth narrative style turns rigorous research into memorable examples and practical strategies

that any leader can use to his or her advantage.

Leadership 2.0 will change how you see leadership--and yourself--forever.

From the Back Cover

WHAT'S INSIDE:

- A STEP-BY-STEP PROGRAM TO TAKE YOUR LEADERSHIP SKILLS TO THE NEXT LEVEL.
- 100+ STRATEGIES PROVEN TO INCREASE YOUR CORE AND ADAPTIVE LEADERSHIP SKILLS.
- ONLINE ACCESS TO THE SELF-ASSESSMENT EDITION OF THE 360 REFINED™ LEADERSHIP TEST (A \$30 VALUE).

A BOOK WITH A SINGLE PURPOSE: INCREASING YOUR LEADERSHIP SKILLS.

Praise for Bradberry and Greaves:

"What distinguishes us as human beings is that we are capable of positive change. They succinctly explain how to employ our intelligence in a beneficial way."

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