



Red Pill: The Truth About Leadership

Paul Ballman

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What is the secret to successful leadership? What are the golden rules of business success? If you are looking for easy answers to these questions then DO NOT buy this book. The truth is: it's not that simple. In the real world, leadership is a difficult balancing act. Those at the top know there is no magic formula. Different minds and personalities succeed with different approaches, and this book will show you how you can identify which approach is best for you and how you can start developing your own leadership skills immediately. Business psychology expert, Paul Ballman has helped some of the biggest companies in the world get their leadership strategy on track and interviewed over 2000 business leaders about what has worked for them and why. In this book you will learn from real industry examples, critical analysis and Paul's own personal experience. Please note hard work, soul searching and self-analysis is required; this is not a one-size fits all approach. Are you ready to take the red pill?

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