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Selections from The Best in Us: People, Profit, and the Remaking of Modern Leadership

Cleve Stevens

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"If there is a grand unification theory for modern leadership,
Cleve Stevens has just delivered it."

—DR. SAPKAN SHAH, Haas School of Business, University of California, Berkeley



PEOPLE, PROFIT,
AND THE REMAKING OF
MODERN LEADERSHIP

CLEVE W. STEVENS, PH.D.

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We have lost sight of the big picture, forgetting that success is not only measured in profit. This narrow focus of our leaders is one of the primary reasons for our economic crisis. We need a fresh approach to leadership to turn things around. This new leadership must focus on the people generating profit in addition to profit itself. In our hyper-connected world the importance of a strong community only grows, and companies without a community are poised for failure. Hope for the economy is found in the untapped talent of our people-and in a commitment to