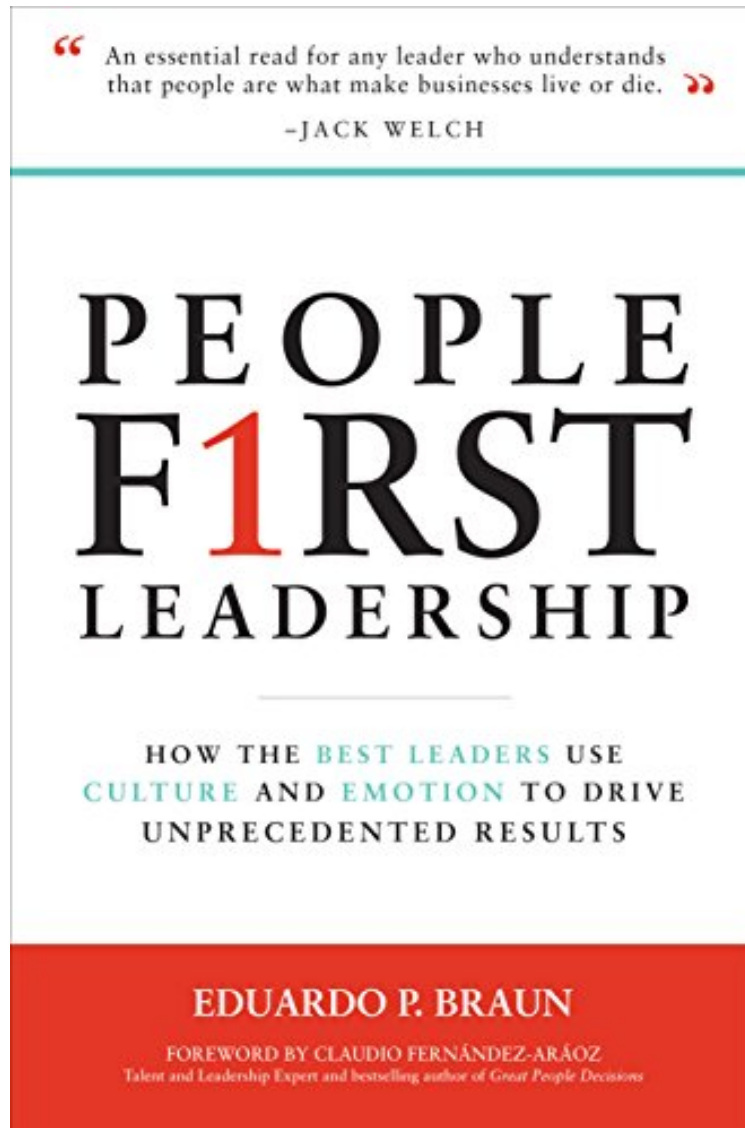


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People First Leadership: How the Best Leaders Use Culture and Emotion to Drive Unprecedented Results: How the Best Leaders Use Culture and Emotion to Drive Unprecedented Results

Eduardo P. Braun

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"In People First Leadership, Eduardo Braun puts the focus squarely where it belongs: on helping individuals at work develop their innate potential. In the battle to overcome the disengagement and underperformance that plagues economies around the world, Braun offers a practical tool-kit for unleashing the creativity, passion, and commitment that drives high performance."
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"In People First Leadership, Eduardo Braun shows how managing people's hearts and minds plays a fundamental role in every aspect of effective, results-oriented leadership from the necessity of making tough choices and the importance of a strong vision for the future to creating a culture of curiosity and innovation. This is essential reading for any manager."
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"People First Leadership
is an insightful book that provides a remarkably clear and practical teaching for any leader who wants to pursue excellence by developing a successful culture that speaks at the heart of their people. Definitely challenging."
--Alvaro Uribe, Former President of Colombia
"As we have moved from the Industrial Age to the Information Age, increasingly we are recognizing that data is not knowledge, never mind

wisdom. With that in mind, success increasingly will come to those with high degrees of EQ. Drawing on the words of scores of leaders he has interviewed and his own insights, Braun boldly redefines the role of CEO as Chief Emotions Officer. His book is especially clear and relevant, not just to businesspeople, but to anyone who wants to effect change." --Christie Hefner, Former CEO and Chairman, Playboy Enterprises "A must read for anyone looking to learn unique leadership lessons from the minds of the world's greatest leaders. Eduardo gives us personal and direct access to their mindsets and to their leadership journeys. For leaders across all cultures the message is clear--high performance leadership must include awareness of emotions to execute a successful strategy. Eduardo's message is clear--leadership is personal." --George Kohlrieser, IMD Professor of Leadership and Organizational Behavior, author of *Hostage at the Table* "A well-told story delivers a meaningful emotional experience, equally impacting both head and heart. Eduardo Braun's insightful new book, *People First Leadership*, demonstrates how striking this same balance in business and government empowers humanistic leadership. Bravo Eduardo!" --Robert McKee, author of *Story* "Eduardo Braun is a masterful conversationalist turned storyteller. *People First Leadership* rightly focuses business action on emotion and its many dimensions, drawing wisdom from the good and great of business to illuminate the pathway to winning." --Kevin Roberts, Chairman Saatchi Saatchi, Head Coach Publicis Groupe "I have been interviewed many times, in the last forty years. Without any doubt, one of the most compelling, interesting and in depth interviews that I have done, was made by Eduardo Braun. His expertise in this field is undeniable and he had been blessed with a very personal and candid approach to access deep into each one of his partners on so many worldwide events. This book is a wonderful way of absorbing the talent, leadership, experience and success of great men, through the now great writing of the best interviewer in the world." --Nando Parrado, survivor of the 1972 plane crash in the Chilean mountains and bestselling author of *Miracle in the Andes* "This is a complete and successful undertaking, nicely integrating the key roles leadership plays in determining organizational success. Particularly interesting and effective is the book's treatment of how 'hard' factors affecting performance (e.g., strategy) are interdependent with critical 'soft' factors, such as culture and emotion, and how these soft factors can multiply and intensify desired leadership results. This is an effective treatise of leadership as a complex phenomenon that should be on every manager's bookshelf." --Lawrence Hrebiniak, Emeritus Professor of Strategic Management, Wharton School About the Author Eduardo Braun is a former director of the HSM Group (organizers of the World Business Forum), the first global multimedia management company. His unique insights on leadership are gleaned from his personal meetings and interviews with world-renowned luminaries and leaders such as Pope Francis, Bill Clinton, Tony Blair, Madeleine Albright, Collin Powell, Mikhail Gorbachev, and Jack Welch. An in-demand speaker on leadership and management, Braun presides over events around the world. He resides in Buenos Aires.