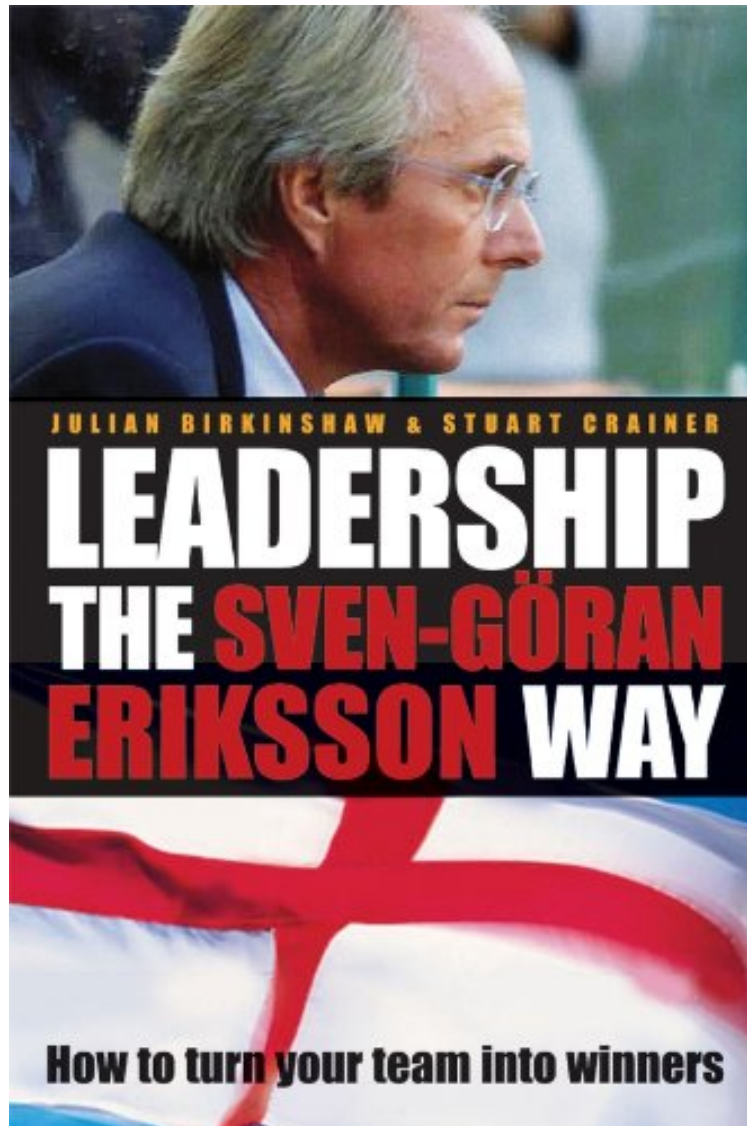


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Leadership the Sven-Göran Eriksson Way: How to Turn Your Team Into Winners

Julian Birkinshaw, Stuart Crainer
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Julian Birkinshaw, Stuart Crainer : Leadership the Sven-Göran Eriksson Way: How to Turn Your Team Into Winners before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leadership the Sven-Göran Eriksson Way: How to Turn Your Team Into Winners:

"Leadership the Sven-Göran Eriksson Way examines the leadership style of the England football manager Sven-

Goran Eriksson. Our argument is that Eriksson's approach is important because it brilliantly exemplifies a new leadership which defies conventional and historical stereotypes of how leaders think and behave. Eriksson is not a tub-thumping bellow of orders. He is no dictator. Instead he is a modern leadership archetype, a leader we can all learn from." —From Leadership the Sven-Goran Eriksson Way "...offers a visible and successful example of this new model of leader ..." —Media Week "...the authors examine the 'mature' form of leadership that Eriksson exemplifies: the level-headed long-termism that learns from failure, encourages responsibility and 'keeps it simple'..." —The Business "I very much enjoyed it and in particular the way it gelled good business management principles with their application to football as illustrated by many of the ...decisions taken by our national coach who...has brought confidence, assurance, team spirit and a more worldwide awareness to our England team, giving everybody optimism." —Gordon Taylor, Chief Executive of the Professional Footballers Association

"..You'll be sure to score with this one." (The Bookseller, 1 February 2002) "..an academic from the London Business School and a seasoned management author have studied every move of the England manager and have written a book that will enable you to "Sven yourself".." (Financial Times, 25 February 2002) "...the authors examine the "mature" form of leadership that Eriksson exemplifies: the level-headed long-termism that learns from failure, encourages responsibility and "keeps it simple"..." (The Business (FT Supplement) 6 April 2002) "..new role models are emerging. Inspired by optimism about England's World Cup prospects, Leadership the Sven-Goran Eriksson Way is published this month. The Lesson? Better a Swede than a turnip." (The Times, 11 April 2002) "..ideals for those wanting to read about football while appearing to digest a management textbook (The Times, 12 April 2002) "..this does give useful leadership tips and concentrates on successful leaders - including Eriksson. It is interest..and worth a look." (Business Age, April 2002) "..this book is easy to read.." (Human Resources, April 2002) probe[s] into the deep recesses of the Eriksson mind and offers a blueprint of how to run not just a football team, but a business or a government.." (Daily Express, 17 April 2002) "..thought-provoking.." (Independent on Sunday, 14 April 2002) "..offers a visible and successful example of this new model of leader.." (Media Week, 26 April 2002) "dissect (Eriksson's) techniques to discover nuggets of leadership wisdom". (Computer Weekly, 2 May 2002) "Even football-phobes must have noticed not only that the national team is going quite well at the moment, but that this is also being achieved under a manager who neither rends his clothing in foaming hysteria nor swears at the referee - even at the height of overwhelming interest in his off-pitch activities. At least part of the explanation, according to consultants Julian Birkinshaw and Stuart Crainer, authors of Leadership the Sven-Goran Eriksson Way, lies in Swedish traditions of management, to do with qualities such as openness and accessibility, combined with caring and nurturing..." (Times Educational Supplement, 17 May 2002) "..very sound practical approaches to effective leadership...this is a good book to read." (People Management, 16 May 2002) "..an informative read.." (Accountancy Age, 7 June 2002) "...After England's 3-0 victory yesterday, big corporations eager to learn the secrets of Eriksson's motivational skills are prepared to pay him as much as David Beckham earns...experts in business are quick to draw parallels between football and the city...Stuart Crainer, co-author of their new book said "Basically he [Eriksson] practises grown-up, common-sense management...He does not do anything clever, he just plays to the team's strengths and keeps expectations low..." (Sunday Times, 16 June 2002) "...very informative..." (Modern Management, 1 August 2002) "hellip;definitely worth a lookhellip; an engaging readhellip;"; (Yorkshire Post (Leeds), 31 December 2002) , ldquo;hellip;there are many good things in the bookhellip;give it a gohellip;rdquo; (The Working Manager.com, 6 January 2004)From the Inside FlapSven-Goran Eriksson has transformed the English football team from under-achievers with no tactical nous to one of the most feared teams in the World. The 5-1 demolition of Germany and subsequent qualification for the World Cup have already elevated Sven-Goran Eriksson to the status of national hero.How has Eriksson achieved this? What special qualities has he brought to the job which have allowed to get so much from his team? Are these lessons we can all learn? In Leadership the Sven Goran Eriksson Way, Julian Birkinshaw and Stuart Crainer illustrate and analyze the leadership and management skills which Eriksson has demonstrated. Placing them in the context of sports leadership, they also draw out the lessons any manager or leader can learn from Eriksson. These range from one-to-one coaching and building an atmosphere of trust and commitment to strong decision-making and handling talented individuals.Swedish leadership is admired throughout the business world as a management benchmark. Birkinshaw and Crainer show how Sven-Goran Eriksson is firmly prt of a tradition that is typified by companies like IKEA, Skandia and SAS Eriksson has proved that any team can be improved by a subtle combination of leadership, analysis and incisiveness. Now we all have the chance to do the same.From the Back Cover"Leadership the Sven-Goran Eriksson Way examines the leadership style of the Egnland football manager Sven-Goran Eriksson. Our argument is that Eriksson's approach is important because it brilliantly exemplifies a new leadership which defies conventional and historical stereotypes of how leaders think and behave. 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