



New Book Defines Effective Leadership by Tracing the Footsteps of the Most Powerful Person Who Has Ever Lived

Author Leandro Martino explores the remarkable characteristics of history's greatest leader in new book, "Leadership & Strategy Lessons From Alexander the Great".

New York, NY (PRWeb) March 21, 2008 -- Author Leandro Martino explores the remarkable characteristics of history's greatest leader in "Leadership & Strategy Lessons From Alexander the Great". "Leadership & Strategy Lessons From Alexander the Great" analyzes the traits, behavior, and strategies of Alexander the Great, and compares them with modern theories while highlighting his similarity to other outstanding leaders.

Studied, copied, and admired by leaders of all times, including Roman emperors, Napoleon, and even modern leaders such as Ted Turner, as well as being worshiped as a god during his own life, Alexander the Great remains the best example of leadership to date, unmatched after more than two thousand years.

In "Leadership & Strategy Lessons From Alexander the Great", the author clearly states that Alexander did not conquer the known world by chance, nor did he win every battle by fate. Alexander became the greatest military genius of all time by using specific methods. These methods are exactly what Martino thinks can be learned by others.

Today more than ever, the health of a society depends on the quality of its leaders. Through Alexander's legacy, readers will uncover the most effective behaviors of leadership and understand the sacrifices involved in being a successful leader.

The quintessential guide to honing effective leadership skills, Leadership & Strategy Lessons From Alexander the Great, is a must read for anyone who aspires to excellence in their field or profession.

Members of the press can get more information at www.leadershipandstrategylessons.com or request a free review copy at press @ leadershipandstrategylessons.com. "Leadership & Strategy Lessons From Alexander the Great" is available for sale online at Amazon.com, BookSurge.com, and through additional wholesale and retail channels worldwide.

About the Author

A participant in various conferences and roundtables, including the World Economic Forum, Leandro Martino has been cited in The Wall Street Journal, CNN, Barron's, Bloomberg, Reuters, Dow Jones, The Washington Times, Business 2.0, and Yahoo! Finance. A business strategist, the author has researched the life and campaigns of Alexander the Great, as well as the lives of other outstanding leaders, for over a decade. Martino has an MBA with honors from Columbia University in New York, is a graduate of Harvard University, and holds two master's degrees from international universities. He lives in New York City.

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Contact Information

Kathryn DuRant
BookSurge
<http://www.booksurge.com>
843-789-5214

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