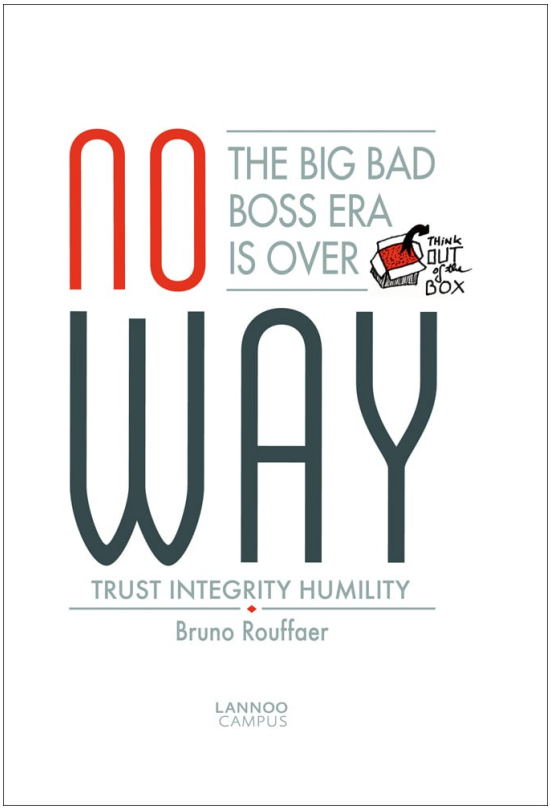
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No Way: The Big Bad Boss Era is Over

Bruno Rouffaer

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- A compelling plea for common management sense, in which Bruno Rouffaer confronts old-school leaders

Greed, hubris and narcissism: qualities that define many leaders and have grown to be part of today's society and structures. Too often these qualities are seen as key ingredients for successful leadership, while they are actually a recipe for disaster. The so-called profit of this type of leadership runs at the expense of ourselves. In this book Bruno Rouffaer encourages leaders to find new motives: altruism, humility, the quest for balance, which see man as a whole and combine sustainable growth with the wellbeing of future generations.*No Way* advocates change: the Big bad boss era is over!

Bruno Rouffaer is a sociologist with more than 20 years of experience as an international management consultant. He is a renowned keynote speaker and runs workshops and coaching programs around the globe.

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