

# Snapshot<sub>s</sub> of Great Leadership

Jon P. Howell

*Professor Emeritus, New Mexico State University*

*College of Business*

Routledge

g Taylor & Francis Group

NEW YORK AND LONDON

# Contents

Series Foreword.....	xi
Preface.....	xiii
Acknowledgments.....	xv
References and Source Material for this Book.....	xvii
About the Author.....	xix

## Part I

Theoretical Basis of Leadership.....	1
1 Theories of Leadership.....	3

## Part II

Snapshots of Great Leadership.....	33
2 Steve Jobs CEO and Cofounder of Apple Inc.....	35
3 Anita Roddick Founder and CEO of The Body Shop.....	41
4 Ernest Shackleton Antarctic Explorer.....	45
5 Mother Teresa Servant of the Poor.....	51
6 Abraham Lincoln 16th President of the United States.....	56
7 Pat Summitt Women's Basketball Coach.....	63
8 Leymah Gbowee Liberian Leader of Women in Peacebuilding Network.....	68

9 Nelson Mandela Human Rights Leader and President of South Africa.....	74
10 Geronimo Apache Native American War Leader.....	83
11 Winston Churchill British Prime Minister, Wartime Leader, and Statesman.....	89
12 Vince Lombardi Professional Football Coach.....	97
13 Napoleon Bonaparte French Military and Political Leader.....	103
14 Mary Kay Ash Founder and CEO of Mary Kay Cosmetics.....	109
15 Nicolas Hayek Swiss Watch Executive.....	114
16 Cesar Chavez American Labor Leader.....	121
17 Konosuke Matsushita Japanese Industrial Leader.....	129
18 Bill Wilson Cofounder and Leader of Alcoholics Anonymous.....	136
19 Mark Zuckerberg Facebook Creator and CEO.....	144
20 Martin Luther King, Jr. American Civil Rights Leader.....	152
21 George Washington First President of the United States.....	160
22 Luiz Inacio Lula da Silva President of Brazil.....	168
23 Mohandas Gandhi Indian Political and Spiritual Leader.....	176
24 Sitting Bull Sioux War Chief.....	184
25 Indra Nooyi CEO of PepsiCo Inc.....	195
26 Horatio Nelson Vice Admiral of the British Royal Navy.....	200
Part III Snapshots of Bad Leadership.....	211
27 Adolf Hitler Chancellor of Nazi Germany from 1933 to 1945.....	213

28	Albert Dunlap Corporate Executive.....	225
29	Idi Amin President of Uganda from 1971 to 1979.....	233
30	David Koresh Religious Cult Leader.....	240
31	Kenneth Lay CEO of Enron Corporation.....	248
	Index.....	257

Table

1-1	Matrix of Great Leadership and Leadership Theories.....	26
-----	---	----