

The Code of the Executive: Forty-Seven Ancient Samurai Principles Essential for Twenty-First Century Leadership Success

Don Schmincke

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More than a thousand years ago, a group of business executives developed a set of principles for organizational leadership in a competitive market. Those executives were the samurai of ninth-century Japan, and their rigid code of ethics, known as bushido, was one of the most effective frameworks for management in history. The Code of the Executive is business adviser Don Schmincke's modern interpretation of the Code of the Samurai--ancient wisdom written for today's corporate warriors. These principles provide a dynamic system of practical and moral training for effective leadership. In addition to interactive strategies for relating to the business world, this philosophy provides at its core a guide to the inner development necessary for consistent and long-term success. A terrific gift for a friend, relative, new graduate, or business associate, The Code of the Executive is filled with relevant wisdom and offers an enlightened path to business fulfillment.



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