



Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance (Hardback)

By Elise Mitchell

McGraw-Hill Education - Europe, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. A fresh voice on leadership--and a senior leader at one of the world's largest communications networks --reveals that success comes by focusing on the journey, not just the destination. When Elise Mitchell founded Mitchell Communications in 1995 she had no idea how successful the boutique communications agency would become. Under Mitchell's leadership, the agency grew more than 500 percent in just five years. In 2012, Dentsu Inc., the world's largest advertising agency, bought the company, retaining Mitchell as CEO and also elevating her to the role of CEO for Dentsu's public relations network. Drawn from Elise Mitchell's extensive experience, *Leading through the Turn* reveals Mitchell's hard-won lessons for achieving success while enjoying the journey along the way. Her refreshing approach to leadership is revealed through first-hand stories of her rise to the top and interviews with well-known leaders, as well as stories from Elise's motorcycle trips around the world.

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Reviews

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