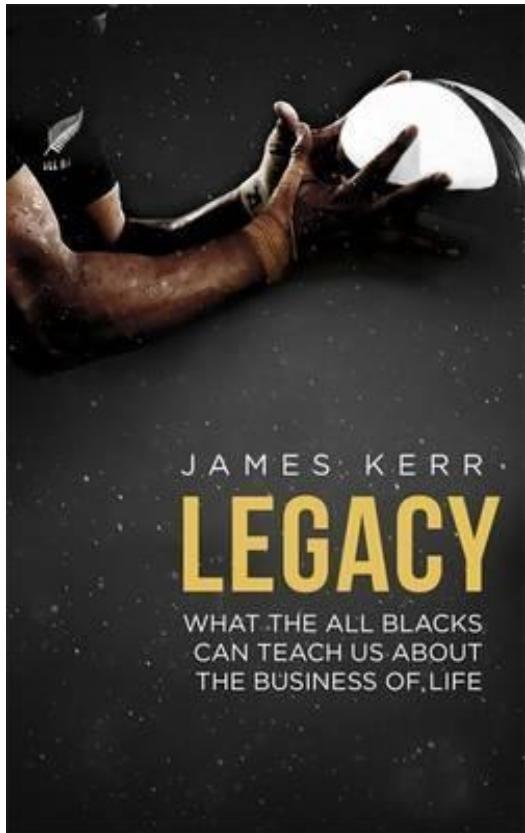


# [PDF] Download Legacy Full Book by James Kerr



## Information:

**Author:** James Kerr

**Format:** 224 pages

**Dimensions:** 134 x 214mm

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## Book Synopsis:

Champions do extra. They sweep the sheds. They follow the spearhead. They keep a blue head. They are good ancestors. In Legacy, best-selling author James Kerr goes deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for leadership and business. Legacy is a unique, inspiring handbook for leaders in all fields, and asks: What are the secrets of success - sustained success? How do you achieve world-class standards, day after day, week after week, year after year? How do you handle pressure? How do you train to win at the highest level? What do you leave behind you after you're gone? What will be your legacy?

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## About James Kerr

James Kerr is a best-selling author, award winning creative director and brand consultant and advises leading companies - and the leaders of those

companies - on brand, identity, advertising, internal communications and transformational culture change. He is the bestselling author of The Alphabet of the Human Heart and a former captain of the Waihi School 'Under Six Stone' rugby team.

## **Review quote**

Beautifully written, wonderfully observed, true to the bone. This book is both intelligent and insightful: the perfect 'how-to' manual for effective leadership. Read it. -- Anton Oliver \* former All Blacks captain \* If you read only one leadership book in your life, make it this one. Brilliant. -- Kevin Roberts \* CEO of Saatchi & Saatchi \*