



Uncommon Leadership: How to Build Competitive Advantage by Thinking Differently

Phil Higson, Anthony Sturgess

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What is common to good leadership is often uncommon practice. To be able to think differently, leaders need uncommon insights that encourage them to make new connections and build sustainable competitive advantage. In unpredictable circumstances and when resources are constrained, leaders are expected to show the way forward, by thinking differently and coming up with new strategies. Uncommon Leadership will stimulate fresh strategic thinking and act as a springboard for better leadership in organizations. The authors captures ideas specifically designed to motivate executives to think differently about business, exploring the uncommon insights which will make a significant difference to your leadership. The book is supported by a companion website providing updates, tools and resources to help you do the common things uncommonly well.

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