

News

1.5 Million Copies and Still Going Strong

With over 1.5 million copies sold and twenty years in print, *The Leadership Challenge* continues to garner national media attention. From a high school girls' basketball team to presidential candidate Hillary Rodham Clinton's political campaign, the book has been making a major impact on local and national events.

In less than two months, the best-selling book by James Kouzes and Barry Posner has been recognized by the *Miami Herald*, the *Cincinnati Enquirer* and the *Washington Post*.

The Leadership Challenge, which is currently in its fourth edition, was listed as one of the Best Business Books of 2007 by the *Miami Herald*. According to Richard Pachter, in his review of the book, "[this] newly revised edition of a business classic provides a solid set of empirical standards based on observation and analysis of the key behaviors demonstrated by genuine leaders."

The *Cincinnati Enquirer*, in an article on the power of genuine emotion and its impact on Hillary Rodham Clinton's presidential campaign, cited *The Leadership Challenge* and noted how the use of emotion in a leadership or work environment can have a moving effect on people. As Workplace Columnist Andrea Kay suggested, "James Kouzes and Barry Posner said in their best-selling book, *The Leadership Challenge*, that the most inspirational moments to convince others to share your dream 'are marked by genuineness... heart to heart, spirit to spirit, life to life. It is when you share what is in your soul that you can truly move others. Perhaps Clinton did that.'"

And in Falls Church, VA, the *Washington Post* reported on how *The Leadership Challenge* contributed to the success of a girls' basketball team from Marshall High. Noel Klippenstein, Marshall High's coach, holds team meetings during which players study leadership handouts and then evaluate their own leadership skills as well as those of their teammates. The leadership meetings have become a new tradition at Marshall High and generated real results. Since applying the TLC leadership skills, the team has made it to the Virginia AAA Northern Region semifinals and the 2006-07 team has won 19 consecutive games.

The Leadership Challenge is the premier resource on becoming a leader. The book has become the gold standard for research-based leadership, winning accolades worldwide for its current, research-backed model of leadership. Its flexible program can be used by leaders at any stage of their career and its straightforward, foundational five practices model can form a backdrop to leadership development in any industry or career.

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