

***Credibility: How Leaders Gain and Lose It, Why People Demand It***  
**garners more reviews and accolades in August**

***Booklist Magazine Review - August 2011***

Kouzes and Posner update their 1993 book, confirming that credibility continues to be the foundation of leadership and that the key component of credibility is trust. "The new edition reflects a changing landscape for a new generation of leaders and includes global research, new case studies, and acknowledgment of more open organizations, globalization, and increased social media. The authors' six disciplines for earning and sustaining credibility are to discover yourself, appreciate constituents, affirm shared values, offer continuous education for constituents to bring values and purpose to life, serve constituents, and personally support constituents through recognition and rewards. Kouzes and Posner conclude that "what you do as a leader begins in your mind, gets expressed in your words, and then gets translated into your actions. Over time those actions become who you are, determine the credibility you earn, and shape the legacy you leave." **This thought-provoking book offers an important perspective for current and aspiring leaders.**--Mary Whaley

**More Credibility News & Reviews...**

An excerpt in **Training Magazine** highlights the importance of credibility for any business and for leaders who must foster and sustain liberated people by optimizing The Five Practices within their organization's culture.

Check out **ASTD's LX Briefing: A Newsletter for Learning Executives** and its review in the "Mustn't Miss" featured section.

A shout-out in **CIO Magazine** appeared in the September 15<sup>th</sup> issue, in *What We're Reading*

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