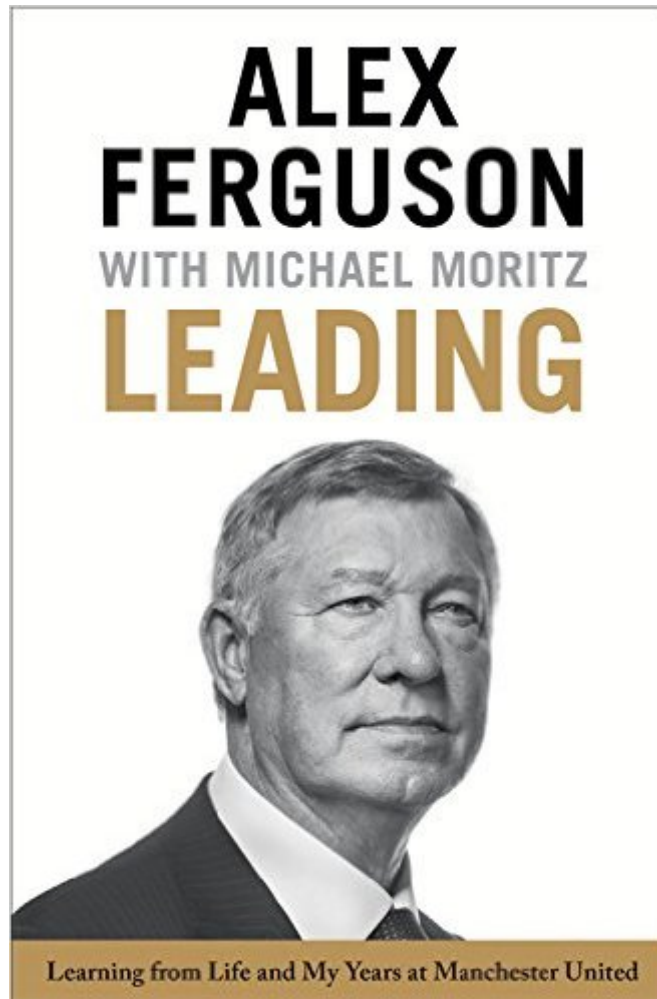


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# Leading: Learning From Life And My Years At Manchester United



## Synopsis

After an astonishing career-first in Scotland, and then over 27 years with Manchester United Football Club- Sir Alex Ferguson delivers *Leading*, in which the greatest soccer coach of all time will analyze the pivotal leadership decisions of his 38 years as a manager and, with his friend and collaborator Sir Michael Moritz, draw out lessons anyone can use in business and life to generate long-term transformational success. From hiring practices to firing decisions, from dealing with transition to teamwork, from mastering the boardroom to responding to failure and adversity, *Leading* is as inspiring as it is practical, and a go-to reference for any leader in business, sports, and life.

## Book Information

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## Customer Reviews

Sir Alex Ferguson has just come out with this book which he co-authored with Sir Michael Moritz, chairman of Sequoia Capital. I was lucky enough to see them interviewed by the Financial Times editor, Lionel Barber, at the Southbank centre in London. The talk was fascinating, and the book is well worth reading. Indeed, even as a Liverpool fan, I have to admire Alex Ferguson's track record as manager of Manchester United: he won 17 league titles, 14 domestic cups and 2 Champions leagues. Admittedly, he didn't reach Liverpool manager Bob Paisley's 3 Champions leagues, but no-one is perfect. To get some sense of what made him tick is intriguing. What is clear is that he was obsessed with football. His family knew that was his priority, which meant missed Christmases and even sacking his son when he wasn't up to scratch when playing for Manchester United. His knowledge seems almost encyclopaedic. When Lionel Barber revealed that he had

supported Tottenham Hotspur since 1961, Sir Alex was quick to say that was the year Spurs won the double (the league and the FA Cup). One interesting thing was despite his success, before every game he always had that churning feeling in his stomach, especially at Anfield. But whatever the feelings, his goal was always to win. He learned more in defeats than victories to make sure it didn't happen again. Another character trait he developed was to make decisions with imperfect information. In the book, he chides those that lack confidence to stick to decisions or those that are in a perpetual quest for the last morsel of information using that as an excuse not to make a decision. He believes consistency is critical in leadership so people know who you are.

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