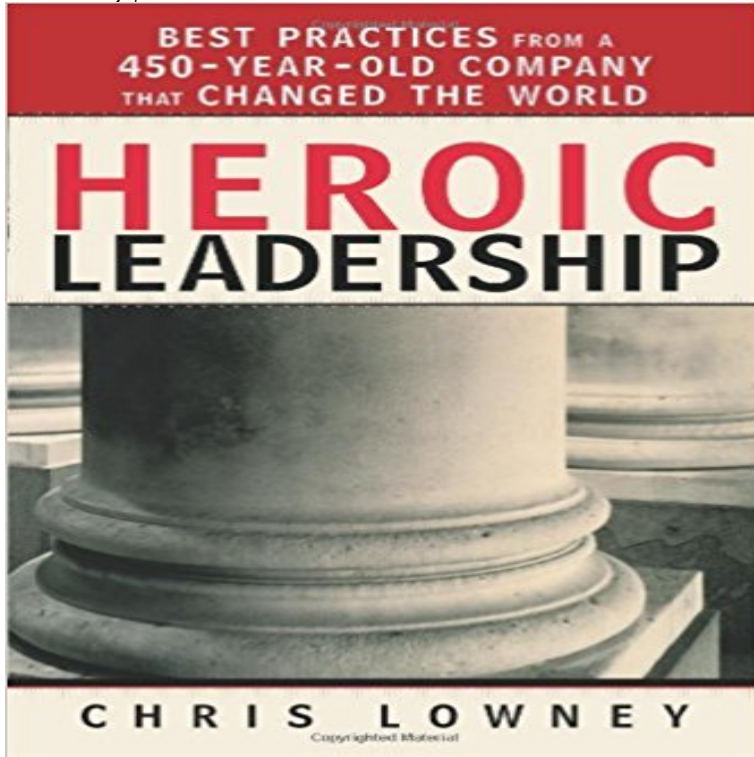


# Heroic Leadership: Best Practices from a 450-Year-Old Company That Changed the World: Best Practices from a 450 Year Old Company That Changed the World



## Leadership Principles for

### Lasting Success

Leadership makes great companies, but few of us truly understand how to turn ourselves and others into great leaders. One company—the Jesuits—pioneered a unique formula for molding leaders and in the process built one of history's most successful companies.

In this groundbreaking book, Chris Lowney reveals the leadership principles that have guided the Jesuits for more than 450 years: self-awareness, ingenuity, love, and heroism. Lowney shows how these same principles can make each of us a dynamic leader in the twenty-first century.

Entertaining and well researched, this is a must-read for any business leader, and an inspirational read for anyone who wants to be a better human being.

Walter Gubert, chairman of the investment bank, J.P. Morgan

Lowney does a wonderfully engaging job of making clear the connections between our current leadership challenges and the principles employed so effectively by the Jesuits.

Edward J. Kelly III, president and ceo, Mercantile Bankshares Corporation

In this absorbing, lucid book, Lowney . . . explores how the Jesuits have successfully grappled with challenges that test great companies. Reflective businesspeople of faith will find Lowney's insights a breath of fresh air.

Publishers Weekly, starred review  
This 450-year-old institution [seems] as current today as it was four centuries ago. Lowney shows us how every employee can and should be a leader and that love-driven leadership does work.

Richard K. Green, former president and COO, Blistex, Inc.  
This informative, fascinating book tells how Jesuits produced both outstanding

individual leaders and a culture of leadership. This is a book to be enjoyed, pondered, and put into practice.

John W. Padberg, S.J., director,  
Institute of Jesuit Sources

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