



# Lead Like Ike: Ten Business Strategies from the CEO of D-Day

*Geoff Loftus*

Download now

[Click here](#) if your download doesn't start automatically

# Lead Like Ike: Ten Business Strategies from the CEO of D-Day

Geoff Loftus

## Lead Like Ike: Ten Business Strategies from the CEO of D-Day Geoff Loftus

“A novel, intriguing—and more importantly—highly instructive approach enabling us to truly grasp fundamental management principles. In the person of Dwight Eisenhower planning and executing the D-Day landings and the subsequent liberation of Europe, these basic concepts are vividly brought to life. As Loftus rightly observes, no CEO ever faced a more daunting, pressure-filled, obstacle-laden mission than did Ike. Perfect reading for these turbulent times.” —Steve Forbes, Chairman & CEO, Forbes Media

“Geoff Loftus has written an intriguing and highly useful book on Dwight Eisenhower’s extraordinary ability as a leader. If you liked Ike before, you’ll like him even more now. And you’ll be grateful to Geoff Loftus.” —Christopher Buckley, author of *Boomsday* and *Thank You for Smoking*

“In *Lead Like Ike*, Geoff Loftus provides keen insights on management lessons drawn from one of the greatest battlefields in military history. The lessons may appear simple, but it’s the simplest management principles that we often forget: Listen to your people. Set your vision. Be consistent about your message. Let your managers manage.” —Salvatore J. Vitale, Senior Vice President, The Conference Board

Who was the greatest CEO of the 20th century? A persuasive case can be made for General Dwight D. “Ike” Eisenhower, who undertook history’s most harrowing executive assignment: Operation Overlord, the Allied invasion of Nazi-occupied Europe on June 6, 1944. In *Lead Like Ike*, business journalist and communications guru Geoff Loftus weaves a fly on-the-wall narrative from Ike’s perspective as supreme allied commander overseeing the Normandy invasion. While swept into a gripping story that honors the sacrifice of all who fought and died on D-Day, you’ll also be drawn to a cache of battle-tested strategies and tactics with direct applications to modern-day business leadership.

 [Download Lead Like Ike: Ten Business Strategies from the CE ...pdf](#)

 [Read Online Lead Like Ike: Ten Business Strategies from the ...pdf](#)

## **Download and Read Free Online Lead Like Ike: Ten Business Strategies from the CEO of D-Day Geoff Loftus**

---

### **From reader reviews:**

#### **Jerry Linton:**

Inside other case, little folks like to read book Lead Like Ike: Ten Business Strategies from the CEO of D-Day. You can choose the best book if you appreciate reading a book. Given that we know about how is important a new book Lead Like Ike: Ten Business Strategies from the CEO of D-Day. You can add knowledge and of course you can around the world by the book. Absolutely right, because from book you can understand everything! From your country right up until foreign or abroad you will end up known. About simple factor until wonderful thing you may know that. In this era, we can open a book or searching by internet gadget. It is called e-book. You need to use it when you feel uninterested to go to the library. Let's examine.

#### **Debra Rubino:**

Now a day individuals who Living in the era exactly where everything reachable by connect to the internet and the resources inside can be true or not call for people to be aware of each facts they get. How individuals to be smart in acquiring any information nowadays? Of course the reply is reading a book. Reading through a book can help persons out of this uncertainty Information mainly this Lead Like Ike: Ten Business Strategies from the CEO of D-Day book since this book offers you rich facts and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it you probably know this.

#### **Janet Huynh:**

This Lead Like Ike: Ten Business Strategies from the CEO of D-Day are generally reliable for you who want to be considered a successful person, why. The reason why of this Lead Like Ike: Ten Business Strategies from the CEO of D-Day can be one of several great books you must have is definitely giving you more than just simple studying food but feed an individual with information that maybe will shock your earlier knowledge. This book is usually handy, you can bring it everywhere and whenever your conditions in e-book and printed types. Beside that this Lead Like Ike: Ten Business Strategies from the CEO of D-Day forcing you to have an enormous of experience for instance rich vocabulary, giving you trial run of critical thinking that could it useful in your day task. So , let's have it and luxuriate in reading.

#### **Chad Brown:**

Reading a book to be new life style in this year; every people loves to study a book. When you study a book you can get a large amount of benefit. When you read guides, you can improve your knowledge, mainly because book has a lot of information on it. The information that you will get depend on what sorts of book that you have read. If you wish to get information about your study, you can read education books, but if you want to entertain yourself you can read a fiction books, these us novel, comics, as well as soon. The Lead Like Ike: Ten Business Strategies from the CEO of D-Day will give you new experience in reading through a book.

**Download and Read Online Lead Like Ike: Ten Business Strategies  
from the CEO of D-Day Geoff Loftus #ENSPDA9V56O**

## **Read Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus for online ebook**

Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus books to read online.

### **Online Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus ebook PDF download**

#### **Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus Doc**

**Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus Mobipocket**

**Lead Like Ike: Ten Business Strategies from the CEO of D-Day by Geoff Loftus EPub**