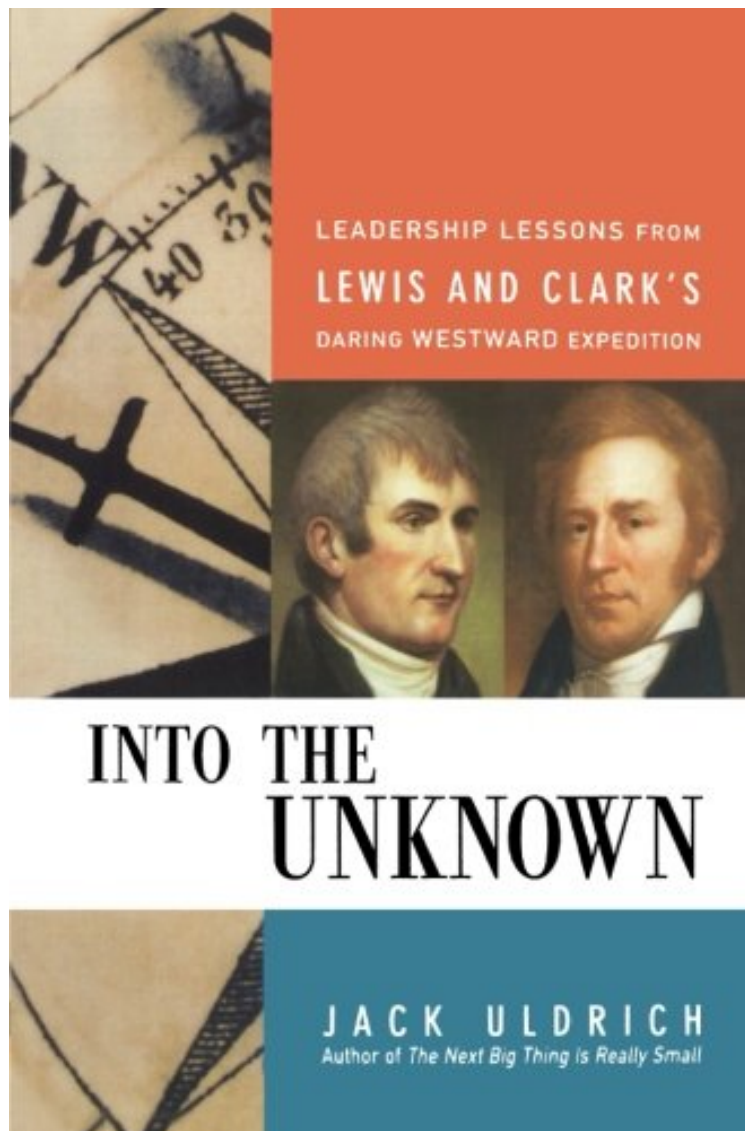


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## Into the Unknown: Leadership Lessons from Lewis Clark's Daring Westward Expedition

*Jack Uldrich*

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**Jack Uldrich : Into the Unknown: Leadership Lessons from Lewis Clark's Daring Westward Expedition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Into the Unknown: Leadership Lessons from Lewis Clark's Daring Westward Expedition:

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"If life is an adventure, no one will ever live it more fully than Meriwether Lewis and William Clark. Commissioned by President Thomas Jefferson to explore the rumored Northwest Passage, Lewis and Clark instead discovered a seemingly endless land whose very existence foretold a future America infinitely different from what had been imagined. May 2004 marks the beginning of a two-and-a-half year bicentennial celebration of their incredible journey and its significance to the history of America. Against staggering odds, these unique men inspired such absolute loyalty in each other and in their group that they are still widely regarded as the most successful leadership team in American history. Today's leadership adventures unfold in the rugged terrain of business, and who better than Lewis and Clark to lead us through its toughest challenges? Their story resonates with business leaders of our time because they had to: \* Think strategically \* Make tough and timely decisions \* Surround themselves with good people \* Manage resources \* Motivate the team \* Deal with different cultures \* Assimilate information from many sources \* Balance long-term goals against short-term realities \* Learn from their mistakes \* Try new approaches Most importantly, they had to persevere and change course in the face of adversity. Their lessons will inspire business leaders to take their teams to new adventures of great discovery."

From Publishers WeeklyLatching onto the idea that everything old is new again, Uldrich, a former naval officer and author of *The Next Big Thing Is Really Small*, puts forth Lewis and Clark as two shining examples of all that is right with leadership and management. Spotlights the pair's many strong points, from people skills and future-thinking capabilities to optimism and an ability to see the forest as well as the trees, Uldrich (drawing on what has obviously been years of extensive research) points to modern-day companies like Coca-Cola, General Electric and DaimlerChrysler as entities that could all learn something from Lewis and Clark. Whether the "project" is a westward expedition or a hostile corporate takeover, Uldrich makes the case that the past isn't so different from the present or the future. The parallels between these men and today's leaders are intriguing and well thought out. For corporate types looking for tips, there is certainly plenty to digest, even if the narrative goes deeper into the history of the westward exploration than is needed for a management primer. The overriding messages are clear: mentor and be mentored; find a way to balance the task at hand with the overall future vision; maintain a confident and optimistic approach from the beginning. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Latching onto the idea that everything old is new again, Uldrich, a former naval officer and author of *The Next Big Thing Is Really Small*, puts forth Lewis and Clark as two shining examples of all that is right with leadership and management. Spotlights the pair's many strong points, from people skills and future-thinking capabilities to optimism and an ability to see the forest as well as the trees, Uldrich (drawing on what has obviously been years of extensive research) points to modern-day companies like Coca-Cola, General Electric and DaimlerChrysler as entities that could all learn something from Lewis and Clark. Whether the "project" is a westward expedition or a hostile corporate takeover, Uldrich makes the case that the past isn't so different from the present or the future. The parallels between these men and today's leaders are intriguing and well thought out. For corporate types looking for tips, there is certainly plenty to digest, even if the narrative goes deeper into the history of the westward exploration than is needed for a management primer. The overriding messages are clear: mentor and be mentored; find a way to balance the task at hand with the overall future vision; maintain a confident and optimistic approach from the beginning. " Publisher's Weekly "Mr. Uldrich brings the journey alive,[...] Lewis and Clark as they make crucial leadership decisions that led to the expedition's ultimate success." - Dallas Morning News ".Imagine a Ken Burns documentary with insightful analysis from Jack Welch, and you have a sense of the informative engaging approach Uldrich utilizes." - Executive Insider "The book is a fascinating blend of history and leadership insights--will help readers in their own journey into the unknown." -Toronto Globe Mail About the AuthorUldrich is a consultant, speaker, and the author of *The Next Big Thing is Really Small*