



El Poder del Carácter en el Liderazgo: Como Valores, Moralidad, Etica y Principios Afectan a los Lideres (Spanish Edition)

By Dr. Myles Munroe

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Cómo proteger la influencia y el poder de su liderazgo

Usted ha trabajado duro para lograr sus sueños y metas. Muchos otros han hecho lo mismo, solo para perderlo todo al final. Cada día, leemos sobre personas exitosas en varios ámbitos de la vida que han perdido su poder y su influencia. Han sido despedidos, obligados a renunciar, o sacados con vergüenza de la vida pública. Ya no tienen un mercado para sus dones, y puede que incluso se enfrenten a acciones judiciales. Esos líderes han perdido la confianza de sus empresas, electores, naciones, seguidores y familias. Muchos quedaron sorprendidos al descubrir que sus talentos por sí solos no fueron suficientes para evitar su caída.

¿Por qué fracasaron al final? Porque carecían de la única cualidad que habría protegido su liderazgo y les habría dado influencia perdurable. Irónicamente, esta cualidad rara vez se enseña a los líderes actualmente, ya sea formalmente o informalmente. Es la cualidad de la fuerza moral, o *carácter*.

Todo ser humano es un líder sobre algún dominio en el que él o ella ejercita dones e influencia. Ese dominio podría ser los pasillos del gobierno, la sala de juntas, el salón de clases, la comunidad o el hogar. En *El Poder del Carácter en el Liderazgo*, descubrirá qué es el carácter, qué significa desarrollar fuerza moral, y cómo preservar la influencia de su liderazgo de modo que sea a la vez eficaz y perdurable.

How to Protect Your Leadership Influence and Power

You've worked hard to achieve your dreams and goals. Many others have done the same—only to lose it all in the end. Every day, we read about successful people in various walks of life who have lost their power and influence. They've been fired, forced to resign, or shamed out of public life. They no longer have a market for their gifts, and they may even face criminal proceedings. These leaders have lost the trust of their companies, constituents, nations, followers, and families. Many were surprised to discover that their talents alone were not enough to prevent their downfall.

Why did they fail in the end? Because they lacked the one quality that would have protected their leadership and given them enduring influence. Ironically, this quality is seldom taught to leaders today, either formally or informally. It is the quality of moral force, or *character*.

Every human being is a leader over some domain as he or she exercises gifts and influence. That domain might be the halls of government, the boardroom, the classroom, the community, or the home. In *The Power of Character in Leadership*, you will discover what character is, what it means to develop moral force, and how to preserve your leadership influence so that it is both effective and enduring.

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El Poder del Caracter en el Liderazgo: Como Valores, Moralidad, Etica y Principios Afectan a los Lideres (Spanish Edition) By Dr. Myles Munroe Bibliography

- Sales Rank: #494157 in Books
- Brand: Dickinson Press
- Published on: 2013-12-30
- Original language: English
- Number of items: 1
- Dimensions: 8.80" h x .80" w x 6.00" l, .75 pounds
- Binding: Paperback
- 272 pages



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Editorial Review

About the Author

Dr. Myles Munroe is an international motivational speaker, best-selling author, educator, leadership mentor, and consultant for government and business. Traveling extensively throughout the world, Dr. Munroe addresses critical issues affecting the full range of human, social, and spiritual development. He is a popular author of more than forty books, including *The Principles and Benefits of Change*, *Becoming a Leader*, *The Most Important Person on Earth*, *The Spirit of Leadership*, *The Principles and Power of Vision*, *Understanding the Purpose and Power of Prayer*, *Understanding the Purpose and Power of Woman*, and *Understanding the Purpose and Power of Men*.

Dr. Munroe is founder and president of Bahamas Faith Ministries International (BFMI), a multidimensional organization headquartered in Nassau, Bahamas. He is chief executive officer and chairman of the board of the International Third World Leaders Association, president of the International Leadership Training Institute, and the founder and executive producer of a number of radio and television programs aired worldwide.

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