

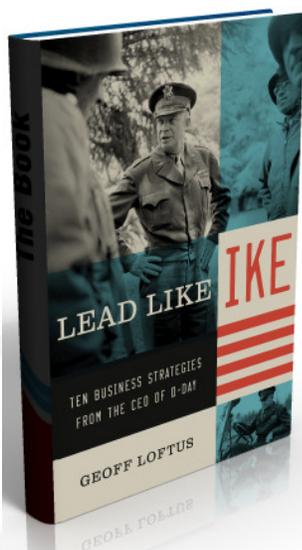


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MANAGING TOUGH

Not "another leadership book", Lead Like Ike cuts through the flowery language and corporate-speak and explains how to man up and manage tough in the face of today's crushing corporate pressure

In the current business environment, most executives could learn some real lessons from the man who managed what many may qualify as one of the single largest, most important and highest-pressure business projects in all of history.

Lead Like Ike (Thomas Nelson, June 2010) begins with Dwight Eisenhower reporting for work as the CEO of D-Day Inc., facing a ridiculously tight timeline, having to create an enormous executive staff and company, and then managing the invasion of an entire continent. At stake? Merely the lives of tens of thousands of men, the futures of their families back home, the country for which they fought and quite possibly, the fate of the free world.

By analyzing military operations as business operations, and the commanding general as CEO, *Ike* finds management lessons for modern corporate executives, such as:

- **Handling the board of directors.** Think yours are tough? Eisenhower's included the President of the United States, the Prime Minister of the United Kingdom and the Combined Chiefs of Staff, among others.
- **Creating the company.** Eisenhower had to form a team from global subsidiaries, each with its own strengths, history and culture. The workforce was multi-national, trained in multiple locations around the world and in a number of different languages.
- **Understanding the competition and the market.** Think yours is impenetrable? Ike's were Adolf Hitler and Occupied Europe. And the goal wasn't an acceptable share. The only acceptable outcome? The complete and total surrender of the competition.

Publication date:

June 1, 2010

Significant dates:

June 6 — anniversary of the Eisenhower/U.S.-led Allied Forces' invasion of occupied Europe (1944).

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Author, images, excerpts available

- **Resources, strategy and operational challenges.** Eisenhower's objective required years of strategic and tactical planning, the manufacturing of inventory of the necessary supplies and a supply chain that stretched across an ocean. Local infrastructure had to be built or acquired and constant strategic and tactical improvisations were necessary when conditions shifted suddenly.
- **Preserving his stakeholders.** Tough answering to yours? Eisenhower's were the waiting wives and children of the men he was sending to battle, many of whom would not return home. Eisenhower was loathe to waste his "resources" - human lives - on anything less than complete success.

These are but a snapshot, of course. Not an operation/organization just any CEO or executive leader could take on, though it all likely sounds eerily familiar. Limited budgets. Ridiculous timelines. Expectations. Crushing pressure. Criticism.

That said - Eisenhower's challenges and success can offer two things:

- **Perspective**
- **Specific, step-by-step, soup-to-nuts instructions on how to manage an organization through difficult times and extreme pressure.**

About the Author



Geoff Loftus has been an editor and writer for more than 25 years in print, television, radio and on the Internet. He has addressed large audiences and Fortune 500 companies on numerous business topics. He has been interviewed by *Forbes*, *Fortune*, *The New York Times*, and *The Wall Street Journal*, in addition to *Compliance Week*, *Directors & Boards*, and *Corporate Boards*. Loftus was Managing Editor of *Across the Board*, a monthly business magazine of thought and opinion at The Conference Board, and was the first director of The Conference Board's website, which won numerous awards during his tenure. He has also written and co-written numerous televised original screenplays and teleplays.

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