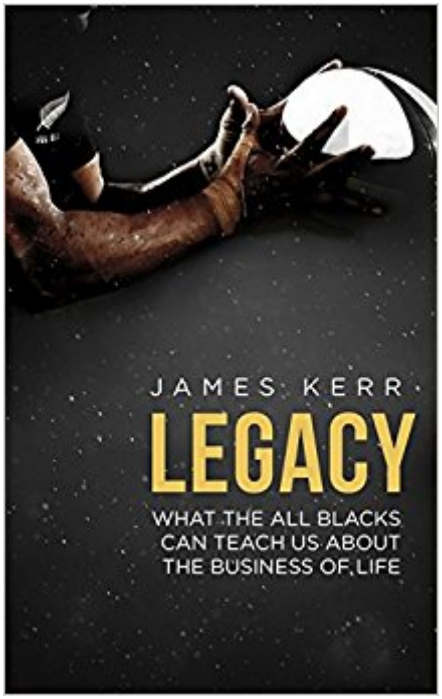
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Legacy



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Synopsis

Champions do extra. They sweep the sheds. They follow the spearhead. They keep a blue head. They are good ancestors. In Legacy, best-selling author James Kerr goes deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for leadership and business. Legacy is a unique, inspiring handbook for leaders in all fields, and asks: What are the secrets of success - sustained success? How do you achieve world-class standards, day after day, week after week, year after year? How do you handle pressure? How do you train to win at the highest level? What do you leave behind you after you're gone? What will be your legacy?

Book Information

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Customer Reviews

Beautifully written, wonderfully observed, true to the bone. This book is both intelligent and insightful: the perfect ÃƒÂ¢??how-toÃƒÂ¢?? manual for effective leadership. Read it.Ã¢â ¬â ¢former All Blacks captainVery insightful ... I recommend it to all involved in developing high performing teams in sport or businessÃ¢â ¬â ¢Stuart Lancaster, England Rugby CoachIf you read only one leadership book in your life, make it this one. Brilliant.Ã¢â ¬â ¢CEO of Saatchi & Saatchi

James Kerr is a best-selling author, award winning creative director and brand consultant and advises leading companies - and the leaders of those companies - on brand, identity, advertising, internal communications and transformational culture change. He is the bestselling author of The

Alphabet of the Human Heart and a former captain of the Waihi School ’Under Six Stone’ rugby team.

The success of the All Blacks comes from that unique combination of toughness, humility and focus on tradition that results in a reverence for the jersey. It is a credit to both organizations that the author compares the All Blacks to the United States Marines. I am a huge All Blacks fan and a Marine. I loved everything about the book except the author’s description of the Marine Corps emblem as the Eagle, Oak and Anchor. Every Marine knows the "Eagle, Globe & Anchor." We don’t call it the Silver Leaf!

I have read about four or five good leadership books in the past year. Those were good and talked about the person, how the leader should lead. This books outlines how an organization should run, think, and grow. I want all my players to read this book and I am doing a book study with my assistant coaches on this book. I feel by reading this book my coaches will get a better understanding of how I want my program run.Great job James Kerr and the All Blacks. I don’t understand the game of rugby, but what makes y’all good is the team’s character and good character is universal.

I bought this book to see if it would be interesting for my son, as a high school athlete. But I started to review it, got caught up and kept it for myself - what an inspirational book for anyone who is interested in leadership, accountability and high performance in any field. I will be passing it on to my son, but this has earned a spot on my limited work bookshelf as a regular reference.

Legacy is a great read on leadership theory written around what has worked for the winningest team in sports. Although sports centric the lessons on character, purpose, performance under pressure, expectations, etc. apply to work and home. The idea that no one person makes a group but can contribute to the lasting legacy is one we can all relate to. This falls on my must read list for any student of leadership.

Outstanding expose of what make the All Blacks the world’s most successful sports team

James kerr clearly illustrates vital leadership competencies in a way front-line or mid-level managers can implement. All readers will be able to identify with the lessons, not just Rugby fans. I have

already recommended this book to my colleagues and people who are interested in developing leaders.

Great book, great read. Top notch perspective for teams and leaders

You've heard the truism that a Champion team will beat a team of Champions ?.This book shows how loyalty and trust and humility, and building a culture that selected for those traits, combined to produce a champion team. With the additional benefit of ensuring that each member of that team becomes an individual champion.For a US oriented look at the team, and a very small subset of what the team means to it's members (past and present) and to New Zealand, search youtube. for "All Blacks - 60 minutes"

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