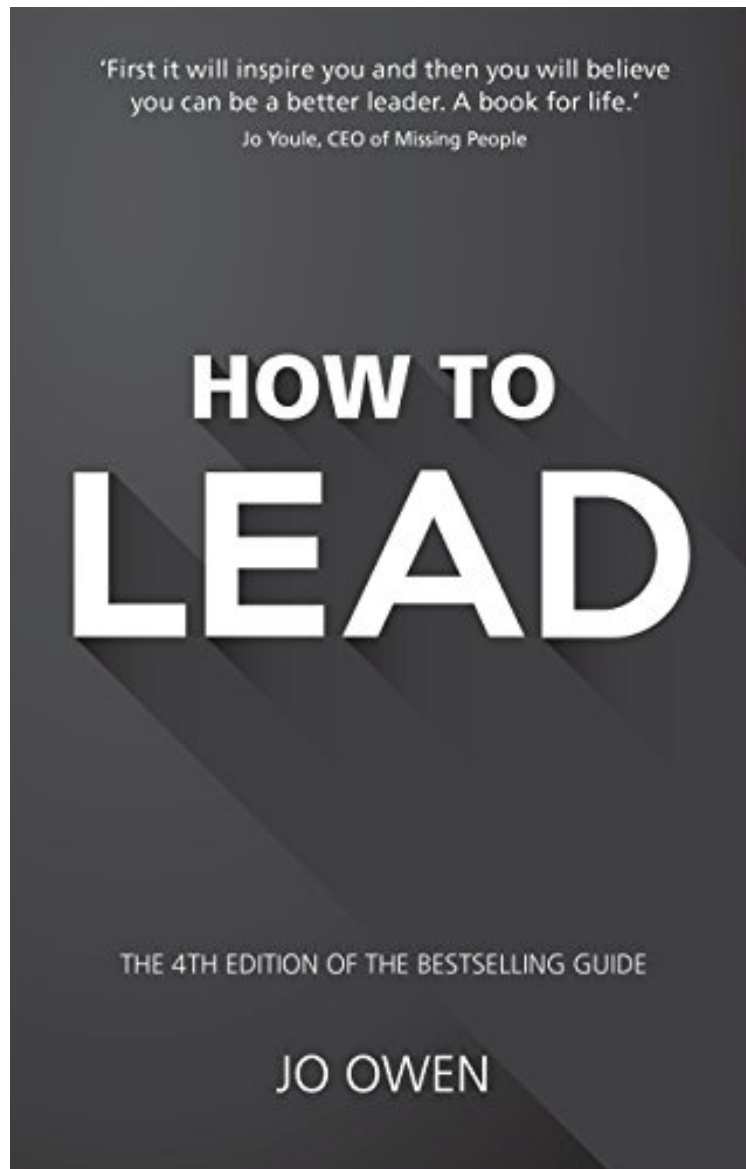


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## How to Lead: The definitive guide to effective leadership

Jo Owen

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About the Author Jo Owen is a bestselling business author, leader, social entrepreneur and speaker, who practices what he preaches. He was the best nappy salesman in Birmingham and put the blue speckle in Daz. He led a business in Japan for three years, has been a partner at Accenture, and was the architect of what is now HBOS business banking. He is the co-founder of four charities: Teach First, which is now one of the UK's top graduate recruiters, Future Leaders and Teaching Leaders, which develops leaders for urban schools and StartUp, which helps offenders start their own businesses on release from prison. He is the author of the classic books How to Lead, How to Manage and Tribal Business School.