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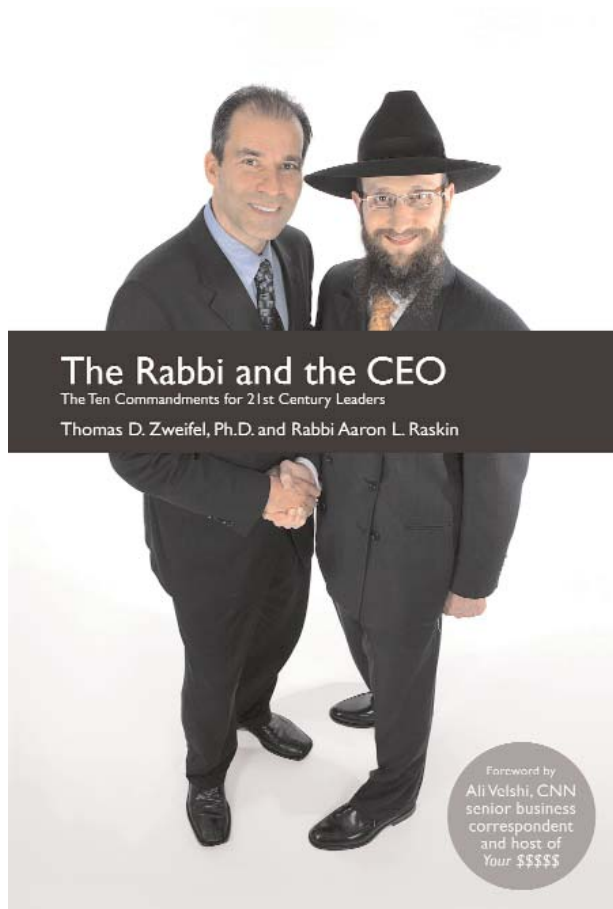
The Rabbi and the CEO

The Ten Commandments for 21st Century Leaders

By Thomas D. Zweifel, Ph. D. & Rabbi Aaron L. Raskin

I have a pretty short attention span, but I couldn't put this book down. If you lead anything, do yourself a favor: Get this book. It offers a kind of leadership power that is all too often missing in boardrooms and that you simply won't find elsewhere.

-Ali Velshi, CNN senior business correspondent and host of Your \$\$\$\$\$



Leadership is in crisis—from business to government, leaders have lost their compass in the rough seas of a borderless economy, the Internet and turbulent markets. A seismic shift has changed the game: since the days of the Great Man are numbered, virtually anyone can lead now. But how do you breed principled leaders for the 21st century? Is leadership a matter of DNA, culture, or coaching? The answer comes from an unexpected source: the 3,000-year-old tradition of Judaism. Jews are not called the People of the Book by accident. Torah, Talmud and Kabbalah hold life-and-death leadership stories of insurmountable odds, ethical dilemmas, lust and betrayal, and offer astonishingly practical lessons for twenty-first-century managers.

In a unique synergy, Dr. Thomas D. Zweifel, Swiss Consulting Group CEO, leadership professor and author of leadership books like *Communicate or Die* and *Culture Clash*, has teamed up with Rabbi Aaron L. Raskin, dynamic Jewish leader and author of *Letters of Light*, to blend the timeless wisdom of the Ten Commandments with a cutting-edge methodology based on 25 years of coaching leaders—a mix that provides the tools for lasting success.

Thomas D. Zweifel, Ph.D., is an acclaimed author, leadership professor, and internationally recognized expert in the field of global leadership development. Since 1984, he has helped senior executives in Fortune 500 companies and governments, the UN and the military develop their leadership in the action of meeting breakthrough objectives. Strategies based on Dr. Zweifel's four books on co-leadership are used by more 30+ Fortune 500 companies, the U.S. State Department, the USMA at West Point, and corporations and governments on four continents.

Aaron L. Raskin comes from a long line of prominent rabbis. His grandfather, Rabbi Jacob J. Hecht, was the Lubavitcher Rebbe's official translator.

Rabbi Raskin co-founded B'nai Avraham in Brooklyn Heights in 1988. As its spiritual leader and emissary of the Lubavitcher Rebbe, he inspires his congregation, which includes prominent business and community leaders, with ethics and spiritual guidance. Rabbi Raskin is also the author of *Letters of Light*. He, his wife Shternie, and their five children live in Brooklyn Heights.

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