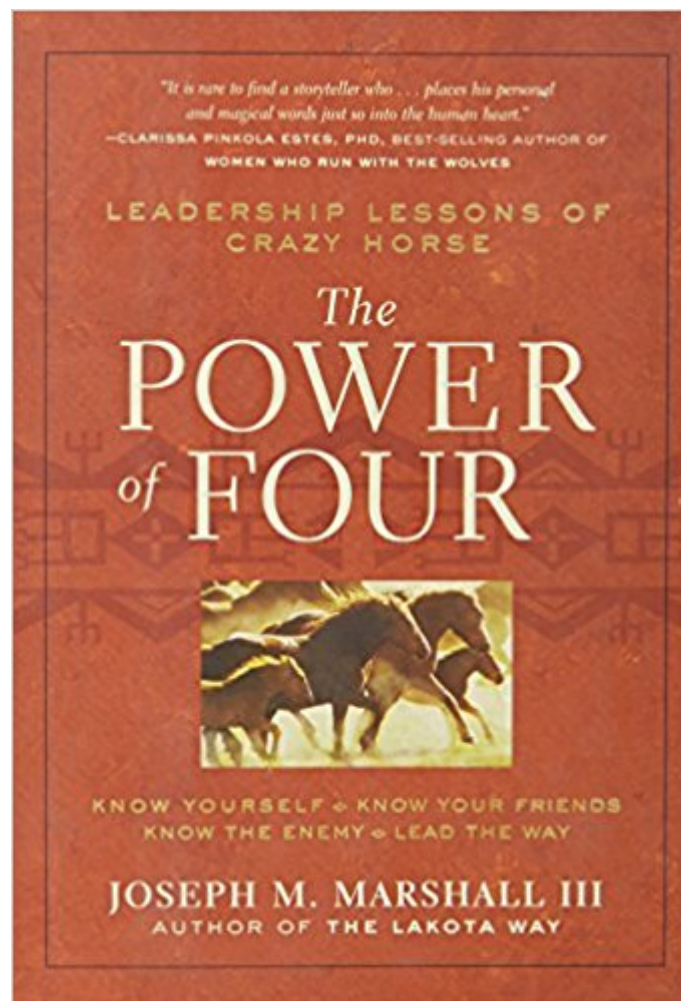




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# The Power Of Four: Leadership Lessons Of Crazy Horse



## Synopsis

What makes a good and true leader? brute power and force? The ability to persuade? Simply holding an influential position? Joseph M. Marshall III, the renowned author of the bestselling *The Lakota Way*, says no. Reminding us that those who hold public office are first and foremost politicians, and that corporate bigwigs serve the bottom line, Marshall presents us with a different idea of leadership, one drawn from his own Lakota Sioux culture. "True leadership," he informs us, "is only possible when character is more important than authority." Marshall III draws inspiration from three names that have resonated powerfully throughout history to develop his unique concept of leadership: Sitting Bull, Red Cloud, and, especially Crazy Horse, whose fascinating life Marshall already chronicled in a biography that *Publishers Weekly* praised as "vivid and haunting." Crazy Horse did not teach leadership; he simply demonstrated it, effectively and with compassion. Four factors stand out when looking at him as a leader, and they were the basis of his success: Know yourself. Know your friends. Know the enemy. Lead the way. *The Power of Four* shows how and why these maxims—and this Native American philosophy of leadership—is not only applicable to today's world, but desperately needed: why leadership by example is more powerful than authority; and why the selection of leaders also becomes one way of controlling those very same leaders. Marshall will open readers' eyes and help them discover how to apply a new set of principles and actions to their own lives.

## Book Information

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## Customer Reviews

Historian Marshall (Keep Going) looks to the life and accomplishments of Lakota warrior Crazy Horse for lessons on leadership in this curious and ultimately disappointing book. Best known for his 1876 defeat of General Custer at the Battle of Little Bighorn, Crazy Horse was renowned for being the consummate Lakota leader: resolute in battle, courageous, magnanimous, generous to his people and conscious of the example he set. From the events of Crazy Horse's life, the author abstracts four principles of leadership: Know Yourself, Know Your Friends, Know Your Enemies and Take the Lead. While the biographical sections on Crazy Horse are tightly detailed, the personal development advice is fuzzy and unfocused. Marshall insists that anyone can and should become a leader, but his examples are almost all drawn from politics and provide few examples on how to guide families, workplaces and communities, thereby stressing the importance of choosing leaders wisely but neglecting to show readers how to grow into leadership themselves. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Through an analysis of the life and leadership style of the Lakota leader Crazy Horse, Marshall (The Journey of Crazy Horse), himself a Lakota, discusses the characteristics that Native Americans value in their leaders. Crazy Horse, according to Marshall, demonstrated rather than taught leadership and represented selflessness, morality, experience, honesty, and responsibility. His guiding philosophy of knowing oneself, knowing one's friends, knowing the enemy, and leading the way has relevance today. Marshall illustrates each principle with case studies that include historical battles and present-day office politics. While his message that leadership by example is more powerful than leadership by power is well-developed, only those with an interest in Native American history would read through it. Buy if community interest warrants. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Everyone should read this book. The lessons learned from Crazy Horse would help anyone in life, in any time period or situation. He was a well-disciplined person who excelled in all areas and cared deeply for his family and his tribe. He would probably be able to give any college-educated person today a run for their money. I have deep respect for the way Native Americans taught their families how to survive and looked out for one another. I am so glad to own this book. Know yourself, Know your Friends, Know the enemy, and Lead the way!

Leadership from a Lakota Nation Perspective NOT just from the world-view of white scholars!! am in my doctoral program in education, and used this text to compare leadership styles.As an indigenous

educator, I understand that Native American and other indigenous peoples world-view is NOT LINEAR - we are RELATIONAL. In our Lakota philosophy, we have a term; Mitakuye Oyasin, which means we are ALL RELATED

This book is amazing. It is timely in the election year and political climate that is using up our year. REAL leaders should read this book. Not surprising that once again Native Americans had it right and understood what character and honor truly meant and should still mean. In addition, the seller was great!

I think everyone in a leadership position or part of a team should read this book.

This book is very good the author knows the culture of the people he writes on.. he has great insight as he is Lakota. I recommend this book 100 %Also this book arrived on time in great condition.

We donated these books to a Lakota school. It is great to have the students learn more about their Native American history.

Awesome book!! The book was clean,some highlights and it was delivered in 3 days.

I have read several of Marshall's books. He's such a great story teller. I love the wisdom and views of the Lakota Siuox. I would follow Crazy Horse any day.

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