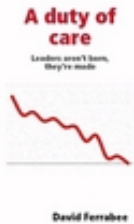


## Another book launched: A duty of care

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NORTHERN LINE -- Today at the close of business, I launched my second book: *A duty of care*. It's subtitled 'Leaders aren't born, they're made' and it's available now for only 699 pence. I'm not sure what that is in dollars or Euro. You can also download it for £4.50. Which is a good deal. I think.

Here's the link: <http://www.lulu.com/content/3878657>

This book is about leaders in business. It's about what anyone needs to know to take up a leadership role in business. I think there's a lot in it. But it's also pretty easy to read. Some of my extended family and colleagues have read it in one sitting.

(Although they clearly sit better than I do.)

Let me know what you think.

I will be holding a book launch event in a few weeks. If you'd like to come, please let me know.

Here' the table of contents:

- Introduction - A nine iron thank you, Jesus
- 1) What is leadership and how can I learn it?
- 2) What makes a company great?
- 3) Leaders who tell the company story
- 4) How can I get along with that other guy?
- 5) What am I meant to be doing anyway?
- 6) A duty of care

My friend EJ says it's like a [Eats Shoots and Leaves](#) for managers in business. Which is lovely, if only I got a fraction of that readership.

I hope you enjoy it.

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