



# Real Leaders Don't Boss: Inspire, Motivate, and Earn Respect from Employees and Watch Your Organization Soar

By *Ritch Eich*

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Forget leadership gimmicks and catch phrases, "instant" leadership manuals and Stalinesque approaches to bottomline results. Skip the sharp cuts to cope with tough times, too. Real and effective leaders today from the executive suite to the assembly line quietly and consistently follow what Dr. Eich has identified as the seven principles of effective leadership. True leaders know how to make ethical judgments in the face of realworld challenges, and recognize what it takes to win loyalty and respect, motivate through passion, develop positive relationships, and enhance open communication. Real Leaders Don't Boss is an easyto understand, practical guide to leadership in the workplace and in life that can help anyone grasp what it takes to inspire, motivate, and lead. With the help of reallife stories and advice from top leaders, it teaches how, with the right direction and guidance, real leaders quietly stand back and, no matter the economic conditions, observe as others achieve success, which creates their own successes.

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#### About the Author

One of the leadership field's preeminent experts, Dr. Ritch K. Eich has spent the last four decades studying the philosophies and fundamentals of true leaders. He's been a top executive, a military communications specialist, a U.S. Joint Chiefs of Staff officer, a college teacher, an administrator, a consultant, a writer, and an entrepreneur. Along the way, he's worked with or for a Who's Who of world leaders, from Howard Holmes (Jiffy Mix) to Tom Monaghan (Domino's Pizza founder) to Admiral William Thompson. He is founder and president of Eich Associated, a strategic branding, marketing, communication, and management coaching firm; an adjunct professor at California Lutheran University; a frequent speaker and blogger on leadership and marketing; and a columnist for various business and professional publications.

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