



Star Trek: Make It So: Leadership Lessons from Star Trek: The Next Generation

Wess Roberts, Bill Ross

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The fast-changing business world of today is far different from just a few years ago. Success in today's marketplace requires new leadership techniques, new thinking, and an eye on the future . . .

In *Make It So: Leadership Lessons from Star Trek: The Next Generation*, Wess Roberts and coauthor Bill Ross take their inspiration from today's most striking and most popular vision of the future -- *Star Trek* - an unprecedented television, feature film and publishing phenomenon. From the top-rated television series *Star Trek: The Next Generation*, Roberts and Ross find a new symbol for successful leadership: Captain Jean-Luc Picard.

As entertaining as it is useful, *Make It So* captures the mythos of *Star Trek: The Next Generation* as it delivers dramatically rich lessons on leadership, including the importance of the ability to focus on a single "mission," effective communication, teamwork, honor . . . and other important concepts. The examples are taken from the on-screen adventures of Captain Picard and the *Starship Enterprise*™, but the lessons and the benefits are real -- and can be applied to everyday situations where the goal is the kind of high-performance organization embodied by the crew of the *U.S.S. Enterprise*™ 1701-D.

Sure to appeal to *Star Trek* enthusiasts and serious students of leadership alike, *Make It So* is the most exciting business book on the shelves -- the one book that shows the future of modern leadership while giving managers the tools they need for success today!

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