



Never Give In: The Extraordinary Character of Winston Churchill (Leaders in Action Series)

By Stephen Mansfield

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Winston Churchill was one of the most extraordinary leaders of the twentieth century. What was it that enabled him to stand so steadfastly when all those around him seemed to turn back in fear? What was it that enabled him to inspire whole nations to endure the unendurable and to achieve the unachievable when all those around him had already surrendered all hope? This remarkable new study of Churchill's leadership skill answers these questions and more. The result is an account that is as inspiring today as it was more than half a century ago when the great man's shadow fell large across the world stage. According to Henry Kissinger, Our age finds it difficult to come to grips with Churchill. The political leaders with whom we are familiar generally aspire to be superstars rather than heroes. The distinction is crucial. Superstars strive for approbation; heroes walk alone. Superstars crave consensus; heroes define themselves by the...future they see it as their risk to bring about. Superstars seek success in a technique for eliciting support; heroes pursue success as the outgrowth of their inner values. Winston Churchill was a hero.

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