

Book Review of *Snapshots of Great Leadership*

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Title of Book: *Snapshots of Great Leadership (2nd Edition)*, Authors: Jon P. Howell & Isaac Wanasika, Publisher/Copyright: Routledge (2019), Number of pages: 299, Paperback.

Snapshot of Great Leadership (2nd Edition) provides an informative packet of leadership theories with interesting examples of great leaders from history and in present times. This text is categorized as follows: the book's content regarding strengths and weaknesses will be analyzed, secondly the four sections of the book will be introduced and lastly there will be a focus on the book's ethical perspectives of leadership.

This book is recommended for anyone interested in leadership and wants to get insights of different kinds of leaders. It is especially relevant for leadership courses or courses related to business ethics and morality, due to the good overview of the theories and interesting stories, "snapshots", which connect the practice and theory. After each snapshot there are carefully and profoundly built questions which can be used in classrooms in order to discuss of the topic, give insights when preparing the presentations, develop and prepare for exams, or investigate specific issues in more depth. The book describes interesting parts of the leaders' biography and at the same time raises the most significant dimensions of their behavior and character shedding light on their leadership style and making it easier to connect their style to leadership theories. The snapshots offer perceptions of history when presenting great leaders from the past giving overview of the kind of leadership valued in different times and also the kind of behavior that is constantly appreciated. Additionally, there are different parts of the world represented and also women leaders at a time when there was not much information available about them from the past. The book offers excellent insights of leadership and ethical behavior and gives a perspective of how differently people can lead effectively and ethically. When reading each leader's snapshot, it is almost an automatic reaction to search for more information on those interesting leaders. Even though there are only short descriptions of each leader, the reader will try to find out more. The book raises the interest and readers can find more

by themselves. The only slight minus point of the book is the title of bad leadership, when presenting Hitler and all other mentally sick leaders with the leaders who has caused economically harm (Al Dunlop). They could have been separated under another title, because bad leadership sounds very mild when describing leaders such as Hitler. Overall the book is very interesting, especially for those who already know the leadership theories, providing them with new examples and viewpoints to think about.

Part I is long, and includes theories of leadership and snapshots, presenting leaders with different leadership styles. In this short analyze of the book the focus is especially on those part of the book which focus on ethics; especially servant and principle center leadership styles. Part I explicates the most popular leadership theories from trait theory to complexity leadership theory, included are cross-cultural leadership and toxic leadership theories. At the end of this section the book presents a table which is called “Matrix of Great Leadership and Leadership Theories”, where all the snapshotted leaders are connected to leadership theories. Part II presents snapshots of great leaders who represent both genders, different geographical locations, public and private organizations and different times. Part III presents six snapshots of bad leadership and Part IV presents two snapshots where the reader decides whether they great or bad leaders. After each snapshot the leader is analyzed according his/her leadership style and there is rationale why they are categorized as they are.

Ethical perspectives and moral leadership are highlighted especially from a perspective of Servant Leadership and Principle-Centered Leadership. Also, the parts that focus on bad leadership and great or bad leadership include ethical perspectives. According to the book, theories of charismatic and transformational leadership have many aspects of ethical leadership, but servant leadership and principle-centered leadership have a greater focus on morals and values. These theories can be almost be regarded as philosophies of life more than leadership theories. Servant leadership theory emphasizes empathy, fairness, altruism, humility and trust. It emphasizes leader’s self-knowledge. Altogether, the authors categorize 14 leaders who have servant leadership style; for example, Bill Wilson, Elizabeth Peratrovich, Amancio Ortega and Ernest Shackleton.

Principle-centered leadership describes overall principles that all leaders can use to guide their decision making and interaction with followers and others. It consists of integrity, maturity. Principles include service orientation, continuous learning, radiating positive energy, believing in others, seeing life as an adventure, showing humility, listening and obeying one’s conscience, refraining from speaking unkindly to others and keeping all promises. Snapshots of principle-centered leadership style include Howard Schultz, Nelson Mandela, Harriet Tubman and Angela Merkel. Leaders belong to different categories, and for example Angela Merkel, Howard Schultz and Nelson Mandela are regarded as representing both servant and principle-center leadership styles. Below are

short introductions of those leaders who belong to both categories representing servant and principle-centered leadership. This offers an insight of the content.

Angela Merkel's background is interesting to read, as well descriptions of her personality. Her sense of duty, intelligence and analytical thinking have made her as respected political leader as Chancellor of Germany and president of European Union. She has had enormous amount of difficult decisions to make concerning financial problems of South Europe, Russian-Ukraine situation and refugees from Syria, Iraq, Afghanistan and Pakistan. Howard Schultz created Starbucks with great vision and determination and showed an example to other CEOs how the business can flourish when treating employees with high respect and offering them benefits that others did not offer at the time. There is no leadership book without a mention of Nelson Mandela and Mohandas Gandhi. Their mark in the world is undeniable and their stories and examples have inspired millions of people worldwide. The book gives a short overview of Mandela's life and some very interesting but meaningful details. Mandela had a humble and appreciating leadership style and used to listen carefully to others. In addition to strong values and impressive communication style the book talks about his ability to change behavior and attitude.

When thinking about ethical side of leadership, it is important to recognize the dark side of leadership. Idi Amin and David Koresh are represented in the book as bad leaders. Idi Amin grew up in the poverty but was a good soldier in the British military in Uganda and thus raised fast in hierarchy ending finally as president of Uganda. He was extremely cruel all his life causing painful death altogether to half million people. When needed, he could be also very charming, and this contrast was hard to understand by those close to him. To the relief of citizens, he was ousted from power in 1979. David Koresh was religious cult leader. When he was in his twenties, he stated that he had visions from God, and he had a direct relationship with God. He established communal living near Texas where he abused young girls and women who gave birth to his children. In 1993, the FBI made an attack on the camp and due to many simultaneous and unclear events, over 80 people died including Koresh.

