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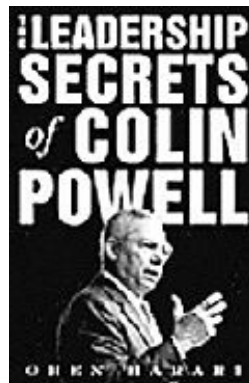
COVER BLURBS

Schein, Kampas, DeLisi and Sonduck relate the four-decade-long story of DEC's creation, demise and enduring legacy. They show how the unique organizational culture established by DEC's founder, Ken Olsen, gave the company important competitive advantages in its early years. They also explain how that same culture later became a hindrance and led to the company's decline and fall. The authors make the case that a particular culture can become so embedded that an organization is unable to adapt to changing circumstances even though it clearly sees the need to do so.

DEC IS Dead,



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**Long Live DEC:
The Lasting Legacy of
Digital Equipment
Corporation**

By Edgar H. Schein

With Peter S. DeLisi,
Paul J. Kampas and
Michael M. Sonduck

Berrett-Koehler \$27.95

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John Baldoni, management communications and leadership consultant, explores the communication styles of many of the world's most influential leaders, from Winston Churchill and Katharine Graham to Jack Welch, Colin Powell, Rosabeth Moss Kanter and Rudolph Giuliani. Baldoni dispenses practical wisdom, extracted from stories of great leaders, to help managers develop, deliver and sustain a leadership message. He offers insights for turning spoken and written words into leadership messages that inform, exhort and inspire others to achieve greater results.

**Great Communication Secrets
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By John Baldoni

McGraw-Hill \$12.95

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This is the new paperback edition of management professor Oren Harari's 2002 national bestseller. It is not a biography. Rather it is leadership guidebook derived from the words, actions and philosophy of Colin Powell. Each chapter is a self-contained lesson with its own unique learning point. One of



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