



# The Rabbi and the CEO: The Ten Commandments for 21st Century Leaders

*Thomas D. Zweifel, Aaron L. Raskin*

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Leadership is in crisis. In the rough seas of a borderless economy, the Internet, and outsourcing in turbulent markets, a seismic shift has changed the game. The days of the Great Man-whether a Churchill or Kennedy, even a Gates or Welch-are numbered. **Virtually anyone can lead now. But how do you breed principled leaders for the twenty-first century?** Is leadership a matter of DNA, culture, or coaching? The answer can be found in the 3,000-year-old tradition of Judaism. Jews are not called the People of the Book by accident. **Torah, Talmud, and Kabbalah hold a powerful amalgam of life-and-death leadership stories and astonishingly practical lessons for twenty-first-century managers.** In a unique synergy, Dr. Thomas Zweifel, Swiss Consulting Group CEO, Columbia professor, and author of leadership books like *Communicate or Die* and *Culture Clash*, teams up with Rabbi Aaron Raskin, Jewish leader, mensch, and author of *Letters of Light*, to blend the timeless wisdom of the Ten Commandments with a cutting-edge methodology based on twenty-five years of coaching leaders-a mix that provides winning tools for lasting success.

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