



# The Secret Red Book of Leadership

*Awdhesh Singh*

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## **The Secret Red Book of Leadership** Awdhesh Singh

The hidden truths of leadership bitter or sweet revealed like never before!

Great leaders are like icebergs. They conceal more than they reveal. Indeed, mystery, and the art of retaining it, is integral to leadership. Leadership, then, is more an art than a science. It is not a reality that you can touch, feel and measure, but an illusion that is created by many tricks, which you should be able to learn and practise in a way that others are not able to grasp.

The Secret Red Book of Leadership synthesizes the Machiavellian politics, wisdom of Chanakya and the modern principles of management to develop some fundamental principles of leadership, which keeps you ahead and ensures success in your life.

This book, written by a serving officer of Government, is an eye-opener for anybody who aspires to be a leader, at whatever level nation, community or a small social group; and in whatever sphere business, politics or administration.

## **The Secret Red Book of Leadership Details**

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Author : Awdhesh Singh

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# **From Reader Review The Secret Red Book of Leadership for online ebook**

**Aruna Kumar Gadepalli says**

The Book is written in 6 Parts

Part 1: The Need for Leadership

Part 2: Dilemmas of Leaders

Part 3: The Necessary Evils of Leaders

Part 4: The Façade of a Leader

Part 5: Developing Leadership

Part 6: Practising Leadership

Each part consists of chapters that elaborate the particular part.

What made the book interesting?

Easy and quick read

The chapters deal with various aspects of leadership consists quotes, anecdotes etc., that makes reader to hook to the book

Personally the books that I read take each or any one aspect of leadership, this book deals with all the aspects that are normally identified with the leadership. Dilemmas of leadership, The Necessary Evils of Leaders are the two totally different aspects which I didn't come across earlier though heard in various discussions – reading in a book of leadership gives me new insight to the leadership. Over all reading book is interesting experience.

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**Maria says**

Will work on review...

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**Madhu Sudhan says**

It cleared lot of dilemmas which I am having for over last 14 years. I hope it makes me a better person by imbibing them.

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**Pratik says**

The best book I have ever read on leadership.

The author elaborate all the factors of the life of a leader. Not just white qualities but he also spot dark points, which is necessity to be a leader.

Everyone who wants to be an leader must read this book.

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## **Dinesh Singh says**

Somebody has wisely said that leaders are made, not born; there is no genetic background to it. Then, what is it that makes a leader – what are the requisite attributes? This million-dollar question has been deliberated upon by experts all over the world but the mystique surrounding the concept of leadership remains as ever.

This book "The Secret Red Book of Leadership" is an honest attempt to unmask the charisma and charm; strength as well as weaknesses; awe and aura of a leader who, in the ultimate analysis, is as ordinary as a human being can be but has an invisible and intrinsic ability to show him off to be as fantastic as human fancy is capable of. Couched in lucid text laced with apt quotes and anecdotes the book should be a joy for readers – commoners and connoisseurs alike.

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## **Terry Sprouse says**

This is a leadership book like no other.

Rather than produce a typical guide that instructs us to be a positive person and cookie-cutter results will follow, in this book, the author pulls back the veil to reveal both the light side and the dark side of leadership. We are instructed that, in order to win the game of leadership we must learn to use all the means at our disposal.

The author asserts that leaders must be good actors, and instead of running from evil they should use their vices as a source of power, yet publicly conceal them. Similarly, we must be skilled in the art of deception because our enemies will surely use it against us.

Unlike other dry, unimaginative leadership books, this book is as fun to read as it is shrewd and practical. It is awash with countless insightful stories, quotes, and examples.

Abraham Lincoln -one of my favorite leaders who is frequently quoted in this book - said, “people are more easily influenced & informed through the medium of a broad illustration than in any other way.” This is how the author wisely teaches us as well.

I liked that the quotes and illustrations were broadly drawn from many cultures around the world.

How well did I like the quotes in the book? They were so good that my approach to reading this book was to flip through and read all the quotes first, and then to read the rest of the text.

One chapter that I particularly liked was “Balancing the Masculine with the Feminine.” Like the balance of the Yin and the Yang, the personality of the true leader must incorporate both male and female qualities. As Napoleon said, “I am sometimes a fox and sometimes a lion.”

One of the outstanding features of this book is that it confronts us with ideas that seem counter intuitive, for

example, the need for deception and to embrace one's vices. Yet, upon careful reflection we gradually recognize the accuracy of the author's subtle thoughts.

A well written and vitally useful book for all who aspire to be leaders, or for those of us who wish to understand how real leaders achieve extraordinary goals.

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### **Mahesh says**

its a very good book on leadership especially the portion regarding myths about leaders. Its in simple english easy to understand but easy to forget also you need to read it at least twice or thrice to grasp its essence.

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### **Biswanath Banerjee says**

The man started with selling pakoras to the pilgrims on weekends. Then his constant endeavor for success drove him out of his motherland, to an alien soil, to a different country. Two years later he was given the responsibility of managing the job of handling the company's filling stations in a port. Some years later, he returned to his motherland to start his new business, business that now feeds millions of his motherland.

A bright young Indian, returning from the U.S.A., was absorbed by the Government of India for their experimental creamery. The young man accepted his job, half heartedly, determined to quit it midway. He started his work in a remote area of Gujarat and watched in dismay how millions of liters of milk are daily wasted simply for lack of preservation infrastructure and want of bulk buyer. He organized a co operative movement which has now scripted itself into history. That co operative had a sales turnover of Rs 137350 million in 2012-13 and now has 3.18 million producing members.

These are not works of fiction. These are straight from the pages of our society.

Who doesn't want to be like them? Everyone, like us wants to be path leaders like them, showing way to the others.

But what is the way? Is there any shortcut?

Thinking of doing something is one thing and doing it practically in the field is another. Easier said than done.

But what is the way? Is there any shortcut?

To be honest there is no cooked up, tailor made recipe that can overnight transform you into a successful leader. Like Thomas Alva Edison had said genius is one percent inspiration and ninety nine percent perspiration, the same quote is applicable in leadership.

There is no shortcut to success, but there is certainly some way out. That's certainly what I was thinking while reading "The secret red book of leadership" by Dr.Awdhesh Singh.

But what is the utility of producing another book? Already tons of books have been published on this particular issue of leadership by famed management gurus, successful entrepreneurs, talented actors, skilled sportsperson, gifted politicians and countless persons like them, each describing in minute details their secrets to success, how they became rich and famous. Then why the reader will read this one?

Very true! But all these books had dealt up with the issue from a particular viewpoint-but no single book can give you a comprehensive picture of leadership, different traits of a very complex character called a leader. This is like seeing the elephant by three blind persons, one felt his legs, one his trunk, one his ear-but none of them was able to realise how the elephant really looks like. it is where this book will come handy, describing

the characteristic of leadership from every possible angle, from negative as well as positive viewpoint, which can present before you a comprehensive picture of successful leadership, but not of any particular successful leader.

the book has been divided into six sub sections, each revealing different aspects of successful leader-be it in the field of politics, administration or performing arts or any other field, with an analytical way of explanation ( the writer is an alumni of I.I.T)and with countless stories and case studies.

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read the complete review at

<http://jayasreesown.wordpress.com/201...>

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### **Vaishnavie Krishnasamy says**

At first I was sceptical about it. But as I started reading it, I felt that it was not like your regular ones. It doesn't feed you facts neither does it give you commands. For me, it was different from the clichéd management books. You get to know about leaders and leadership.

Finally, after completely reading it, I feel better about myself than I had felt before. Worthy of 5 stars.

Read my complete review at

<http://vaishnaviek.blogspot.in/2014/1...>

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### **Jaideep Khanduja says**

<http://itknowledgeexchange.techtarget...>

Good Learning For PMs: The Secret Red Book Of Leadership by Awdhesh Singh

The Secret Red Book Of Leadership by Awdhesh Singh is a befitting read for all project managers and in the making. There is a strong stint of leadership required in a project manager that does magical effect in project drive and timely closures. There is a lot of practical understanding about leadership. It is an interesting read that has been sliced into 5 portions. Part 1 talks about the need for leadership. Why do we require leaders? Who can be a leader? Why one must strive to become a leader? How you can transform yourself into a leader? and why a dual or two way leader follower relationship exists in reality in the life of every leader. This all is covered in the first section of this book and in a very interestingly manner.

The Secret Red Book Of Leadership by Awdhesh Singh says that a leader is like an iceberg and he must stay like that only, never revealing himself completely. He must not carry on with a standard, predictable pattern; rather it should be changing even under similar kind of situations. Leadership is an art as per Awdhesh Singh, and not science. There is no fixed rule book, or guidelines to be a leader. A leader as per the book is not born, rather a leader can be built. A leader has to be a good actor. He must stay happy even if he is sad. He should not open up with everyone, so often.

In my opinion, overall the book The Secret Red Book Of Leadership by Awdhesh Singh is really an

interesting read carrying different kind of stuff on leadership and in a continuous flow that keeps to stay tuned to what the writer wants to convey through this book. The sequence of parts (slices), titles and the chapters within a part are well thoughtfully woven. Though I don't agree to everything what has been said in the book. But to most of it, I agree. A must read for all managers, project managers and anyone interested in knowing about leadership in real action. The book has been published by Wisdom Tree.

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### **Awdhesh Singh says**

I am happy to inform that 'The Secret Red Book of Leadership' is released in India and now available on Flipkart, Amazon.in, Infibeam.com and Amazon.com.

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### **Holly says**

I gave this book to a friend and he gave it two thumbs up

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### **Omar Halabieh says**

In the The Secret Red Book of Leadership, author Awdhesh Singh unveils a pragmatic look at leadership. As he best states in the introduction "It (the book) is not a self-help book peddling a ready-made formula for success and leadership. The book describes the truth as it finds it - bitter or sweet. It explains reality without trying to be politically correct." This is precisely what makes this book very unique and insightful - within its categories of leadership and self-help. Further he advances that "To evolve as leaders, we need to dwell on how good relates to evil, virtue to vice, love to hatred, means to end, sacred to profane" - again a differentiator. A worthwhile, perceptive and practical read on Leadership. My only feedback for improvement, would be around the structure of the book, which is hard to follow if one is reading cover to cover.

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### **Anil Sharma says**

#### **First Impression**

The author has wonderfully used the good old saying "first impression is the last impression" by giving this book a title that evokes an instantaneous curiosity in the minds of those who might even chance to cast a glance on this mysterious title. Unbelievable though, he has also successfully carried the impression till the last sentence of the book.

#### **Contemporary Context**

Maslow's Hierarchy of Needs would put leadership at the fourth ladder in the 'Esteem or Ego' category ie much after the physiological, safety & social needs. But practically, leadership would have evolved almost along-with the evolution of mankind itself because man would have needed a path-finder for himself. The most accepted theories on human evolution agree that modern humans evolved around 200,000 years ago.

This means that leaders & leadership have been existing in this world for nearly 2000 centuries and their styles must have been undergoing changes.

There would, therefore, be always a need to understand the contemporary leadership and their secrets. The book has successfully dealt with the subject with a global perspective in such a manner that it is equally applicable to different cultures and political regimes of the world. But, it would not lose much of its relevance with passage of time because of its new fundamental concepts.

### **Writing Style**

The author is a prolific writer who has already impressed large number of global readers of serious life concepts by his “Practising Spiritual Intelligence” published in July`14 by Wisdom Tree, New Delhi India. He makes further impressions of his simple expression of difficult concepts, his capability of writing to generate engrossed reading and his creativity to use one impressive readable quote at the start of every Part & Sub-Part of the book from variety of eminent world personalities including dictators, politicians, philosophers and entrepreneurs.

The quoted instances are a treat to readers. Excellent examples from the sayings of great people like Sir Winston Churchill or Mahatma Gandhi and (may be imaginary) hilarious narrations to drive a point make the reading all the more interesting.

### **My Own Perceptions**

Rarely have I seen authors on management subjects that too on soft skills who are as honest as Dr Awdhesh Singh is ! He does not hide his intentions of the portrayal of very different characteristics of leadership when in the ‘Introduction’ itself he boldly declares “We all know the leaders around well but we fail to become one because they hide more than they reveal. Leadership is an illusion that is created with many tricks. Leadership is like magic. It looks great when you are able to conceal the tricks.”

This honesty, I believe, is the core strength of the author and resultantly the book. The author has built up this spirit gradually and maintained it continuously till the end where he himself hypnotizes the readers by a magical statement “Great leaders leave great legacies that influence future generations. They may continue to influence the world forever, as they live in the hearts and minds of people, where they achieve immortality.”

It would be difficult for the readers to resist the temptation of finishing the book in one sitting like they do with fiction ! The book would also serve as a strong reference material for all writers and speakers on Leadership for decades to come !!

When would you write your next book, Dr Singh ?

- Anil Sharma

Website : [shebhlai.hpage.com](http://shebhlai.hpage.com)

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### **Balaji Sundarrajan says**

OMG, what a book?



The first thing that catches one's attention is the unorthodox title. By the time one is through the introduction, it is clear that one is in for a once in a life time experience. And the book does not fail to satisfy expectations.

On a more specific note, this is not a run-of-the-mill self help book. It is a comprehensive study of the very concept of leadership which has been presented in a gripping manner by the liberal use of anecdotes and humour. Dr Awdesb Singh has placed the concept under the merciless glare of his objective scrutiny and dissected it in a systematic manner. He has not failed to narrate all the negative aspects of leadership alongwith the positive ones thus avoiding reducing it to a work of pedestrian glorification. The chapters 'the connect between good & evil' and 'can end justify the means' are worthy of special mention.

In a nutshell, when you start reading this book, be prepared to embark upon a unique journey of discovery.

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