

E LEADER

Reinventing Leadership in a Connected Economy

By Robert Hargrove

Introduction: *Every Leader an E-Leader: Every Business an E-Business*

1. From CEO as Steward to CEO as Entrepreneur

INTERLUDE:

Come Up with an E-Business Idea and Run with It

2. From Game-Player to Game-Charger

INTERLUDE:

Create a Strategy of Preeminence

3. From Top-Down to Lateral Leadership

INTERLUDE:

Connect and Collaborate Across Boundaries

4. From Production-Builder-in-Chief to Brand-Builder-in-Chief

INTERLUDE:

Build Power Brands with Work-the-Street Appeal

5. From a “Me” Point of View to a “You” Point of View

INTERLUDE:

Provide the Perfect Customer Experience Every Time

6. From Being a Great E-Tailer to Being a Great Logistician

INTERLUDE:

Win the Ground War!

