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MASTER LEADERS George Barna Captures Wisdom of 30 Contemporary Leaders in Innovative New Book

(Carol Stream, IL) –Imagine an opportunity to sit down with 30 of the world’s best-known and respected leaders as they share their secrets to effective and wise leading. Bestselling author and researcher George Barna has spent hours in the company of many great leaders. For more than a quarter of a century he has been leading, studying leadership, writing about leadership, and teaching about leadership. In ***Master Leaders, Revealing Conversations with 30 Leadership Greats***, coming from Tyndale House Publishers in October, 2009, Barna shares conversations with 30 top experts, each a leader in business, education, government, sports, or the church on the fifteen most important aspects of good leadership.

Co-authored with Bill Dallas and created in partnership with the Church Communications Network, ***Master Leaders*** contains top-of-the-line insider information on leading wisely and well.

A leadership book typically offers just one author’s perspective and expertise on leadership, and an agenda for a typical leadership seminar or conference may include presentations from a handful of experts, each with their own perspective on the topic of leadership. ***Master Leaders***, on the other hand, offers wisdom distilled from Barna’s conversations with Colleen Barrett, Ken Blanchard, Henry Cloud, Tony Dungy, New Gingrich, Lou Holtz, Mike Huckabee, Laurie Beth Jones, Patrick Lencioni, Don Soderquist, and many more.

“As I thought about how to make this fabulous content come alive for readers who are generally well versed in leadership doctrine, personally engaged in the practice of leadership, and by and large, impatient and distracted, a thought flashed into my brain: imagine and create the ultimate leadership event and report what happened behind the scenes where the leaders mixed it up a bit,” says Barna.

So, welcome backstage to a speaker’s greenroom for a virtual “listen in” to the dialogue of thirty leadership greats involved in the “ultimate master leader conference,” imagined by George Barna. The setting and format are fictionalized, but the leaders’ conversation is an accurate representation of the comments they provided in individual conversations with Barna.

BOOK STATS

AVAILABLE:	<u>October 2009</u>	ISBN:	<u>978-1-4143-2624-5</u>
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BENNIS | K. BLANCHARD | DEES
KOTTER | CLOUD | GINGRICH
JONES | HUCKABEE | MCMANUS
DUNGY | MCPHERSON | GOODE
FRANZESE | WINTER | CARSON
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CALDWELL | TAYLOR | STEARNS
MASTER LEADERS
LENCIONI | GODIN | ASHCROFT
SODERQUIST | J. BLANCHARD
BLACK | MELROSE | TOWNSEND
HOLTZ

Revealing conversations with 30 leadership greats

GEORGE BARN
WITH BILL DALLAS

George Barna is the founder of The Barna Group, a research and resource firm in Ventura, California. His clients have ranged from ministries such as the Billy Graham Evangelistic Association and Focus on the Family to corporations such as Ford and Walt Disney, as well as the U.S. Navy and U.S. Army. To date, Barna has written over 40 books, including several volumes on leadership (*The Power of Vision*, *Leaders on Leadership*, *The Power of Team Leadership*, *Turning Vision into Action*, *A Fish Out of Water*) as well as other bestsellers, such as *The Seven Faith Tribes*, *Revolution*, *Transforming Children into Spiritual Champions*, *Pagan Christianity?* and *The Frog in the Kettle*. He has been hailed as “the most quoted person in the Christian Church today” and is counted among its most influential leaders. Barna lives with his wife, Nancy, and their three daughters, in Southern California. For more information, go to www.georgebarna.com.

Bill Dallas is the CEO of the Church Communication Network (CCN), a satellite and Internet communications company serving thousands of churches across North America. He hosts Solutions, a weekly satellite program with Dr. Henry Cloud and Dr. John Townsend. A former Young Life leader and Bible study teacher, Bill is a graduate of Vanderbilt University. He is the proud father of Dallas and Amanda. Bill and his wife, Bettina, live in northern California.

Tyndale House Publishers was founded in 1962 by Dr. Kenneth N. Taylor as a means of publishing *The Living Bible*. It is now one of the premier publishing houses in the industry. Tyndale products include numerous *New York Times* best sellers, including the popular Left Behind series. Tyndale also publishes the *Holy Bible*, New Living Translation, and many other resources for church and family. Tyndale House Publishers is located in Carol Stream, Illinois, a western suburb of Chicago.