

PRESS RELEASE



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BUSINESS EXECUTIVE REVEALS NO. 1 REASON WHY LEADERS DON'T SUCCEED

LAKE MARY, FL— There is one verb frequently missing from books on leadership, and it has robbed well-meaning leaders of their effectiveness. Leaders must love. The newest, groundbreaking teaching on leadership, *Love Leads*, by tenured business professional Dr. Steve Greene, uncovers this as the key to the success of leaders in any setting.

Drawing experience from his decades of marketing and leadership expertise with successful businesses such as McDonald's, Jiffy Lube, and Stanley Steemer, Greene teaches leaders how to change their language, see the potential in people, and create a culture of creativity.

"Love has often been equated to a weakness in a leader," writes the former dean of the College of Business and professor of marketing at Oral Roberts University. "The belief exists that love is in some way a soft skill and leaders should be tough as nails and yell a lot."

Dispelling the many rampant myths and misconceptions about leadership, Greene conveys the true essence of love and how it directly influences the growth and success of a company or even a family.

"Dr. Greene has found the secret ingredient, the one that will make leadership grow and thrive when others wither and die," founder and president of Global Servants and best-selling author of *ReLaunch* Dr. Mark Rutland says. "This book is about one thing: the secret powder that makes leadership work."

With compassionate and engaging language Greene also strategically explores how to be tough on standards yet lovingly demand excellence, abandon comfort zones, improvise, and adapt to new terrain.

"Dr. Greene possesses the finest ability to apply leadership strategy," says Robert Barbosa, regional account manager, Frito-Lay. "*Love Leads* is a fantastic work that I've seen Dr. Greene live out as long as I've known him as a professor, pastor, mentor, business leader, and friend."

Greene is the publisher of *Charisma*, *Ministry Today*, and *SpiritLed Woman* magazines, with over 180,000 in print circulation. He received his PhD in marketing from Memphis State University and has owned restaurants, a national advertising agency, and a syndicated marketing research firm. Greene is a nationally known speaker and trainer in the fields of marketing and customer relationship management.

About Charisma House

Charisma House empowers people through Spirit-inspired resources. It is the leading publisher of diversified Christian resources motivating people to fulfill God's purpose. For more than twenty-one years Charisma House has published books, including thirteen *New York Times* best sellers, that challenge, encourage, teach, and equip Christians.