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About the author (2010)

Gareth R. Jones received his PhD from the University Of Lancaster, England, and he is trained in Economics and Organizational Theory and

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Behavior. His research interests include organizational design for performance, the evolution of business, and corporate-level strategy.

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Learning Objectives

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increase organizational effectiveness. By making organizational change the centerpiece in a discussion of organizational theory and design, this text stands apart from other books on the market.

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7th ...**

He is a frequent visitor and speaker at universities in both the United Kingdom and the United States. He



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specializes in strategic management and organizational theory and is well known for his research that applies transaction cost analysis to explain many forms of strategic and organizational behaviour. He

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Gareth R. Jones is a  
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the Lowry Mays College and  
Graduate School of Business  
at Texas A&M University. He  
received his B.A. in  
Economics/Psychology and his  
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2 Learning Objectives.

Identify what technology is and how it relates to organizational effectiveness

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being themselves, even as they alter their behaviors to respond effectively in changing contexts. In this lively and practical book, Goffee and Jones draw from extensive research to reveal how to hone and deploy one's

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unique leadership assets  
while managing the inherent  
tensions at the heart of  
successful leadership:  
showing emotion and  
withholding it, getting  
close to followers while  
keeping distance, and

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maintaining individuality while “conforming enough.” Underscoring the social nature of leadership, the book also explores how leaders can remain attuned to the needs and expectations of followers.

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Why Should Anyone Be Led By  
You? will forever change how  
we view, develop, and  
practice the art of  
leadership, wherever we live  
and work.

Thorough yet concise,

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