



Brand Pretorius - aan die stuur: My leierskapsreis (Afrikaans Edition)

Brand Pretorius

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Brand Pretorius wéét wat dit beteken om 'n leier te wees: in sy loopbaan wat oor vier dekades strek het hy aan die hoof van Toyota Suid-Afrika en die McCarthy-groep gestaan. Hy weet dat leierskap vra dat jy soms moeilike besluite moet neem, ongewilde besluite. Maar besluite wat op lang termyn in die beste belang van die onderneming, die werknemers en die aandeelhouders sal wees.

In hierdie boek praat Pretorius openhartig oor die lesse wat hy as leier en uitvoerende hoof geleer het. Hoewel hy geen doekies omdraai nie, bly sy verhaal inspirerend en positief. Hy illustreer sakelesse met staaltjies uit sy persoonlike en professionele lewe: soos die voorreg om saam met 'n Formule-1-renjaer in 'n renmotor te kon klim.

Hierdie boek gee 'n seldsame blik op wat sukses in plaaslike besighede dryf en hoe leiers hul ondernemings aan die lewe kan hou in Suid-Afrika.

Die boek is in die eerste plek van belang vir sakelui, maar Brand Pretorius se lesse in leierskap kan met vrug op enige terrein van die lewe ingespan word.

'n Besielende en boeiende boek.

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