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## Compelling People The Hidden Qualities That Make Us Influential

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That ' s precisely what communications strategists John Neffinger and Matthew Kohut, who met while working at Harvard, explore in Compelling People: The Hidden Qualities That Make Us Influential (public library) — a synthesis of six years ' worth of their research and experience of working with Nobel Prize winners, CEOs, media personalities, politicians, and NASA commanders.

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Compelling People (Paperback) The Hidden Qualities That Make Us Influential. By John Neffinger, Matthew Kohut. Plume, 9780142181027, 304pp. Publication Date: May 27, 2014 Other Editions of This Title:

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The latter hidden qualities are those that lead to sustained greatness. In that case, I think of Jim Burke, the former chairman of Johnson & Johnson who managed his company through the Tylenol crisis.

## The Hidden Qualities Of Great Leaders

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