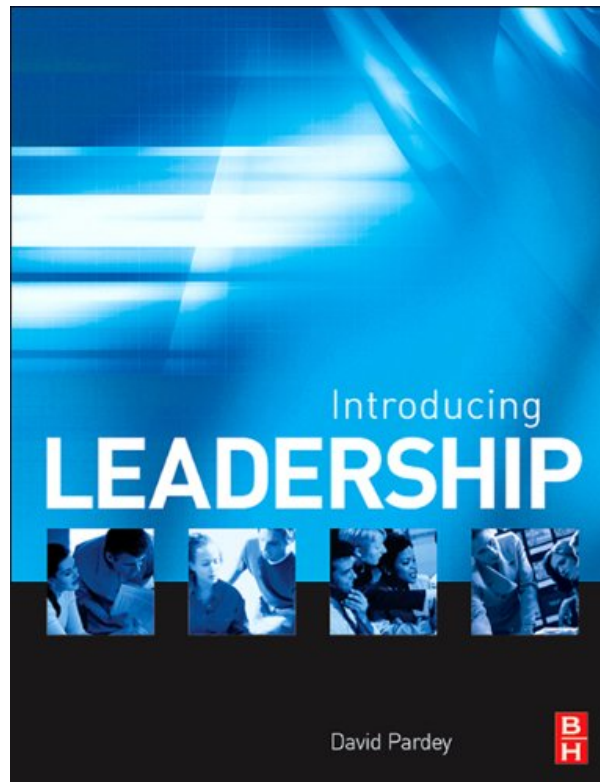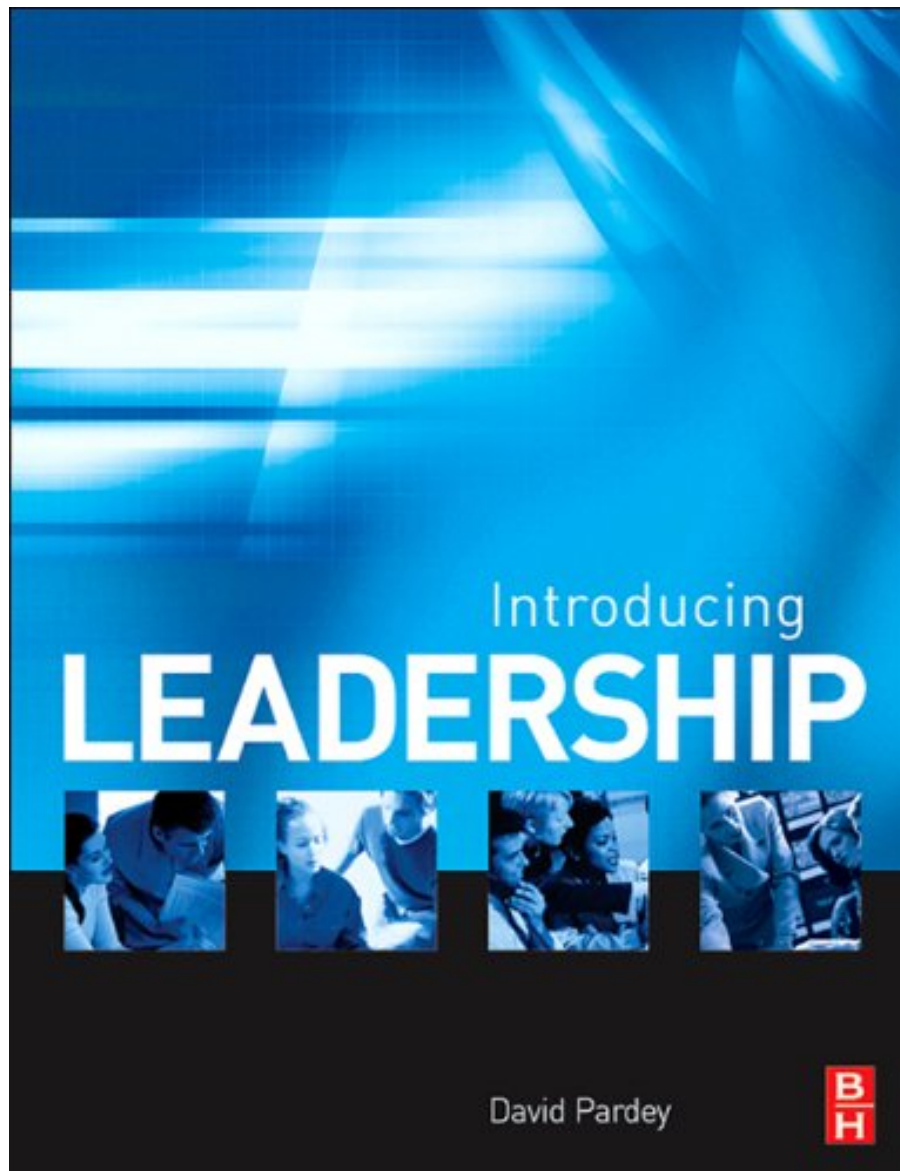# INTRODUCING LEADERSHIP BY DAVID PARDEY

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Review
Introducing Leadership explains the principles and practice of leadership and is aimed at first-line managers who are in a position to practice the leadership role and recognize the importance of leadership in ensuring their own future success. From the analysis of the different sources of leadership and management theory emerges a model that will provide the basis for the development of reader's own leadership skills and for the application of these through the rest of the book.-AFSM International S-Business, Jan-Feb 2007

From the Back Cover
'Introducing Leadership fills an important need in middle-management development. It is wide-ranging, covering the core skills of leadership through to strategy and ethics, and offers a great blend of basic theory and sound practice. Full of practical and applicable suggestions on how to become a better leader, neatly illustrated by well-chosen quotes and references, it is an extremely well-written and useful book' Gerry Randell, Emeritus professor, University of Bradford School of Management

Comprehensive and highly practical, Introducing Leadership introduces the principles and practice of leadership, from theory through to the development of the reader's own leadership ability. From the analysis of the different sources of leadership and management theory emerges a model that will provide the basis for the development of readers' own leadership skills and for the application of these through the rest of the book.
Includes sections on: Being a leader; leadership and management; morality, ethics and integrity; organizations, structures and roles; individuals, groups and teams; getting the best out of people; handling conflict; responding to crises; leading innovation and change

Examples are used throughout to add practical insight to the topics raised, and the material is linked to the relevant leadership standards and qualifications, giving tutor access to one core text.

A practical introductory text both for first line managers and for students studying for their leadership qualification through a wide range of bodies such as the ILM and CMI.

About the Author
David Pardey is director and founder of QMD Ltd, a consultancy for learning providers and funding agencies on marketing and quality systems; research and development for LSCs, awarding bodies and sector skills

councils (including the Institute for Leadership and Management, City and Guilds, SkillSet and the Management Standards Council); the development of learning resources, journalism and other commissioned writing. Prior to this he worked as a marketing manager in the consumer durables industry, teaching in FHE, and as a Staff Tutor at the former FE Staff College (now LSDA). David is also a consultant for the LSDA Support for Success programme, focussing particularly on employer engagement, and was a member of the Council for Excellence in Management and Leadership working party on the provision of management development in the UK outside the HE sector. David writes widely on marketing and management issues. He is author of Team Leading (ILM: 2004), Mindchange (Management Books 2000: 2005, with Jan Charles), Marketing for Schools (Kogan Page:1992), Making Sense of Marketing (Macmillan: 1989, with Peter Davies).

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Written by an experienced author in the field of management development, the book is split into three parts:
Section one – the nature and role of leadership
Section two – leading others
Section three – leading innovation and change

The learning development is clearly structured and this text also provides the underpinning knowledge requirements for Level 3 qualifications in leadership.

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