



Digital Leader: 5 Simple Keys to Success and Influence

Erik Qualman

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Digital Leaders are Made—Not Born

"Fail forward, fail fast, fail better is a winning concept from Qualman's latest book, Digital Leader."

-- **Tony Hsieh, New York Times bestselling author and CEO of Zappos.com, Inc.**

"People with a passion for something can be infectious. It's obvious that Erik Qualman's passion is social media."

-- **Dan Heath, New York Times bestselling author of Made to Stick and Switch**

"Qualman is to social media what Deming is to quality and Drucker to management."

-- **Scott Galloway, professor, Stern School of Business, NYU**

"Erik Qualman is a Digital Dale Carnegie."

-- **Todd Young, CEO, ProspX**

About the Book:

"Digital footprints are what we post about ourselves. Digital shadows are what others upload about us. Collectively, they have changed the world forever. As leaders and future leaders we need to adapt to this new world."

-- from Digital Leader

Digital leaders are made, not born--you have it within you to become an effective digital leader. As a leader in the digital age, your reach is boundless. With advanced technologies, you can exert more direct and indirect influence than ever before--anywhere at any time. And everything you do, fail to do, and wish you didn't do is documented forever in the digital universe.

Digital Leader explains how to take full advantage of everything the digital age has to offer, while avoiding common pitfalls that can damage your "digital legacy."

Bestselling author Erik Qualman explains what modern leadership means and describes how to be an effective leader in the digital world. In order to succeed, you need to adjust your leadership skills to adapt to today's digitally open world--and you need to start *today*. Qualman breaks the process down into five powerful truths you can use to establish your leadership "stamp":

Simple: success is the result of simplification and focus

True: be true to your passion

Act: nothing happens without action--take the first step

Map: goals and visions are needed to get where you want to be

People: success doesn't happen alone

Basing his conclusions on a wide range of research and resources, Qualman provides an abundance of real-world examples and tips to help you create a path to success while leading others to achieve their best.

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Brian Alexander:

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