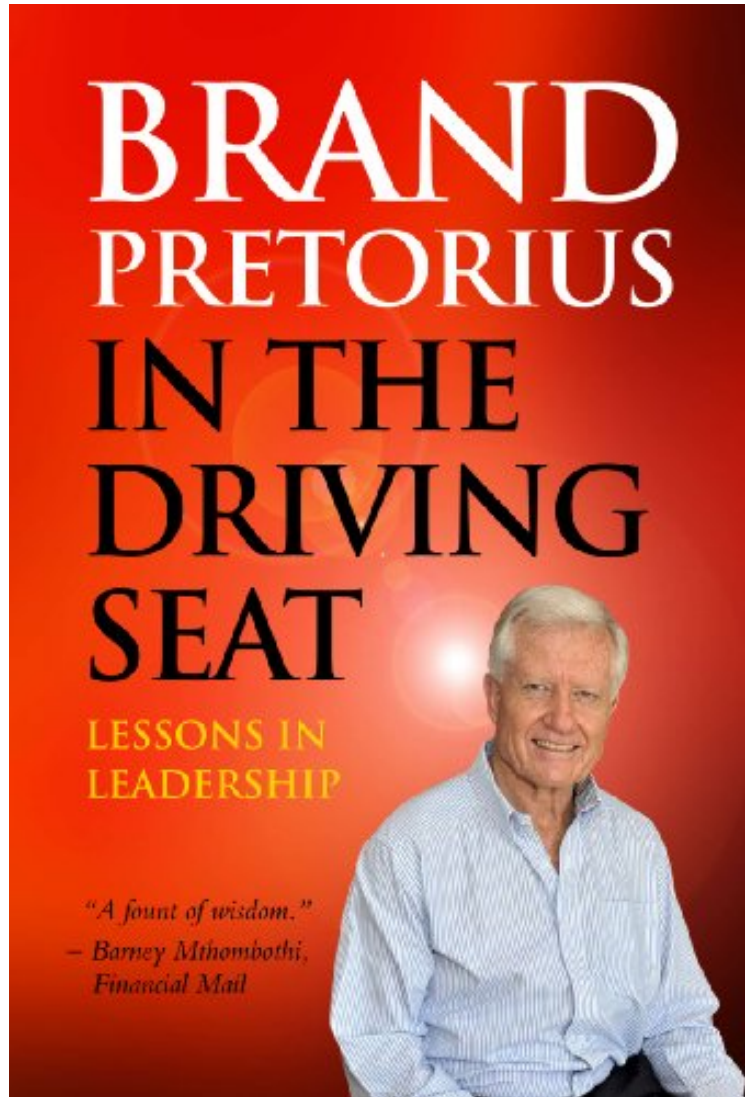


Brand Pretorius - In the Driving Seat: Lessons in Leadership

Brand Pretorius

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Brand Pretorius knows what it means to be a leader: he was at the head of Toyota South Africa during its heyday, and took over as chief executive at the McCarthy Group. He knows that leadership means making hard and unpopular decisions with an eye on the long term. He writes about his four decades in business and the lessons he learnt. He illustrates his lessons on leadership with tales from his highly regarded career in motoring, like how it feels to be in a Formula 1 racing car with one of the world's best drivers. This book gives a rare insight into what it means to do business in South Africa, and how a South African business leader can navigate all of our country's complexities. Filled with the wisdom of hard experience, with lessons which, though aimed in the first instance at business people, can be applied in any sphere of life. An inspirational and gripping book.