



The Leadership Crisis and the Free Market Cure: Why the Future of Business Depends on the Return to Life, Liberty, and the Pursuit of Happiness

John A. Allison

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The highly anticipated follow up to The Financial Crisis and the Free Market Cure—the New York Times, Wall Street Journal, and Washington Post bestseller

The Leadership Crisis and the Free Market Cure reveals the integrated principles he sees as critical to the success of any leader--all of which are modern day reflections of the American Founders' concept of life, liberty, and the pursuit of happiness. John Allison believes many of the problems in our economy are the direct result of leaders who have lost a sense of purpose in themselves and in their organization.

Basing his conclusions on libertarian and Objectivist philosophy, Allison describes the values today's leaders must follow, which should guide decision making at the individual, corporate, and public policy level. He shares his real-world experience growing BB&T into the tenth largest financial services holding company in the U.S.

John Allison is the author of *The Financial Crisis and the Free Market Cure*, CEO of the Cato Institute, and retired Chairman and CEO of BB&T Corporation.

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