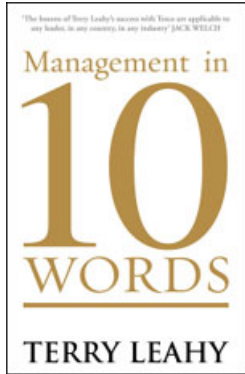


# Management in 10 Words

Issued by [Random House Struik](#)

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The former CEO of Tesco shows how to succeed in business.



In his fourteen years as CEO of Tesco, Sir Terry Leahy not only turned the company into the largest supermarket chain in the UK but also transformed it into a global enterprise. As a result, Sir Terry is now one of the world's most admired business leaders, widely acclaimed for his drive, flair and no-nonsense approach.

In *Management in 10 Words* he draws on his experience and expertise to pinpoint the ten vital attributes that make successful managers and underlie great organisations. He tackles the challenges that every manager faces, in a series of insights that are personal, provocative, and down to earth. And he explains:

- Why initial failure often leads to ultimate success.
- Why profits stem from a company's values, not its day-to-day business.
- Why competition should always be welcomed.
- Why simplicity leads to innovation.
- Why trust is the bedrock of effective leadership.

The result is an inspiring, thoughtful and supremely practical guide that will prove invaluable to all managers in all types of organisation.

[Click here](#) to watch an interview with Terry Leahy on BBC Radio 5.

[Click here](#) to read a review of *Management in 10 Words* in the UK Daily Mail Online.

"This is the authentic voice of the man... the nearest any outsider is likely to get to understanding what motivated one of Britain's most successful businesspeople."

- *Financial Times* (UK)

Sir Terry Leahy was educated at St Edward's College, Liverpool, and then went on to the University of Manchester Institute of Science and Technology, where he gained his BSc (Hons) in management sciences. He joined Tesco when he was 23, became the company's first marketing director and was responsible for the introduction of the highly successful Tesco Clubcard. As CEO he oversaw Tesco's expansion into everything from electrical goods to insurance, built a £1 billion clothing business and was one of the first to see the potential of the internet for selling groceries. He was knighted in 2002 for his services to food retailing and has received many industry honours and awards, including *Sunday Times* Business Person of the Year in 2010 and a Lifetime Achievement award from *Retail Week* in 2011.

Since Sir Terry stepped down as CEO of Tesco in February 2011 he has been in constant demand as a public speaker. He is also a senior advisor to Clayton, Dublier & Rice, the US private equity firm. In addition, he invests in entrepreneurial businesses and is involved with various charities.

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