

FOR IMMEDIATE RELEASE
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**NOT SURE WHOM TO VOTE FOR?
NOT SURE WHOM TO HIRE?
LEARN WHAT DEFINES A GREAT LEADER**

ON LEADERSHIP
Essential Principles for Success
by Donald Palmisano
Foreword by Bobby Jindal, Governor of Louisiana

Government officials are constantly handling important situations on behalf of the American people. But do those in power really possess the right skills and attributes to be in charge? Companies are constantly hiring new CEOs. But do these executives really know how to inspire and succeed? *On Leadership* explains the essentials of effective leadership and convincingly argues that strong leadership in both public and private life is vital to America.

Dr. Donald Palmisano, a former president of the American Medical Association, examines leaders, good and bad, throughout history—from George Washington to George W. Bush—and the decisions each made during crisis situations. *On Leadership* provides practical ways these situations could have been handled, encouraging leaders to learn from mistakes that were made before them. Palmisano also shares the insight gained and lessons learned from his own experiences as a leader. *On Leadership* helps set standards for anyone who aspires to gain a position of power. Discover the do's and don'ts of leadership as illustrated by:

- Nelson Mandela and his fight against apartheid

- Theodore Roosevelt, as he delivered a speech with a bullet in his chest
- Ernest Hemingway and his classic view of courage
- The state of Louisiana in response to Hurricane Katrina
- Dr. Bill Frist and his promotion of important bills in Congress
- Dr. James Bagian, NASA astronaut who braved many missions
- And much, much more!

Complete with quotes from famous leaders, concise “lessons learned” sections at the end of each chapter, and photos of historical events, *On Leadership* is a useful resource for anyone looking to become a better leader, whether as president of the local PTA or of the United States, or for anyone who wants to understand the principles of leadership.

Donald Palmisano has been interviewed on *Today*, *Good Morning America*, *Hardball with Chris Matthews*, NPR, CNN, MSNBC, and FOX news programs. He is available now for interview and is willing to discuss business issues and the presidential race. He is a graduate of Tulane Medical School and Loyola Law School. He serves on the Board of Governors of the National Patient Safety Foundation, the Board of Governors of the Tulane University Health Sciences Center, the editorial board of the *Journal of Patient Safety*, and the Board of Governors of The Doctors Company. He lives in New Orleans.

Here are links of Donald Palmisano on national TV talking about healthcare issues:

On *Today* (1999): <http://www.youtube.com/watch?v=PRCvuRdMp9k>

On *Good Morning America* (1999):
<http://www.youtube.com/watch?v=fnbQZrwkZaE&feature=related>

<p>DONALD PALMISANO IS AVAILABLE FOR INTERVIEW!</p>
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Questions to ask **Donald Palmisano**, author of *On Leadership*:

1. Why should anyone buy and read *On Leadership: Essential Principles for Success*? How does this book differ from other books on the topic of leadership?
2. What are the essential principles that constitute leadership?
3. Give me a one-sentence definition of a leader.
4. Can you be a leader without courage and the ability to make a decision?
5. Give an example of a person you consider the “gold standard” for leadership. Why?
6. How can this book help readers judge the candidates for elective office including the November Presidential Election? Why is that knowledge especially critical now?
7. You stress the importance of communication for a leader including the ability to write and deliver factual inspiring speeches. Why is that so important? What are some of the rhetorical devices to enhance a speech?
8. Your book has many stories of leaders in action. Why is that important in delivering your message of leadership?
9. Give examples of the definition of leadership from the people you interviewed and the writings of historical figures.
10. What is an example of the antithesis of leadership?

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PRAISE FOR DONALD PALMISANO AND

ON LEADERSHIP

“Whether you’re looking to improve a management style or inspire others, this book is an invaluable tool.”

–Bill Frist, former U.S. Senate Majority Leader

“Palmisano offers a set of easy-to-follow steps to becoming a successful. . . . Informative and well-written, this book will appeal to managers at all levels looking to become effective leaders and will be especially helpful to those just entering the management arena.”

–*Publishers Weekly*

“No one can doubt the power of individuals to make a difference after reading Don Palmisano’s inspirational book. *On Leadership* is needed nourishment in a desert of cynicism and selfishness.”

–Philip Howard, bestselling author of *The Death of Common Sense*

“Leaders must have courage and integrity. Dr. Palmisano has expertly written all that needs to be said about the subject of leadership and each home should have a copy.”

–Leonard “Bud” Lomell, D-Day Ranger and recipient of the Silver Star

“Nobody I know is as committed to excellence as Donald Palmisano. He symbolizes everything that is good about our country. If Horatio Alger were alive today, he’d want to be just like Dr. Palmisano.”

–Paul Galanti, Commander, U.S. Navy (Retired), former POW

“Dr. Palmisano has provided a compelling analysis of the road to STERLING leadership and how it can be attained. His advice and guidance, along with words of encouragement for perseverance, provide the reader with a sensible understanding of the many contributing factors which certify the acquisition of real leadership.”

–Edward Annis, MD, AMA President, 1963-64

“I couldn’t put this book down. Its true stories exemplifying leadership are compelling and engrossing. They clearly and logically lead to lessons that painlessly can boost your leadership skills.”

–Dr. Gwynn Akin Bowers, Vice President, Syntex Corporation (*Retired*)

“I have known Donald for quite a few years now, and feel confident in saying that he exemplifies many qualities befitting a leader...I can only hope that you take some of these thoughts and ideas to heart, and become a leader in your own right.

–Bobby Jindal, Governor of Louisiana