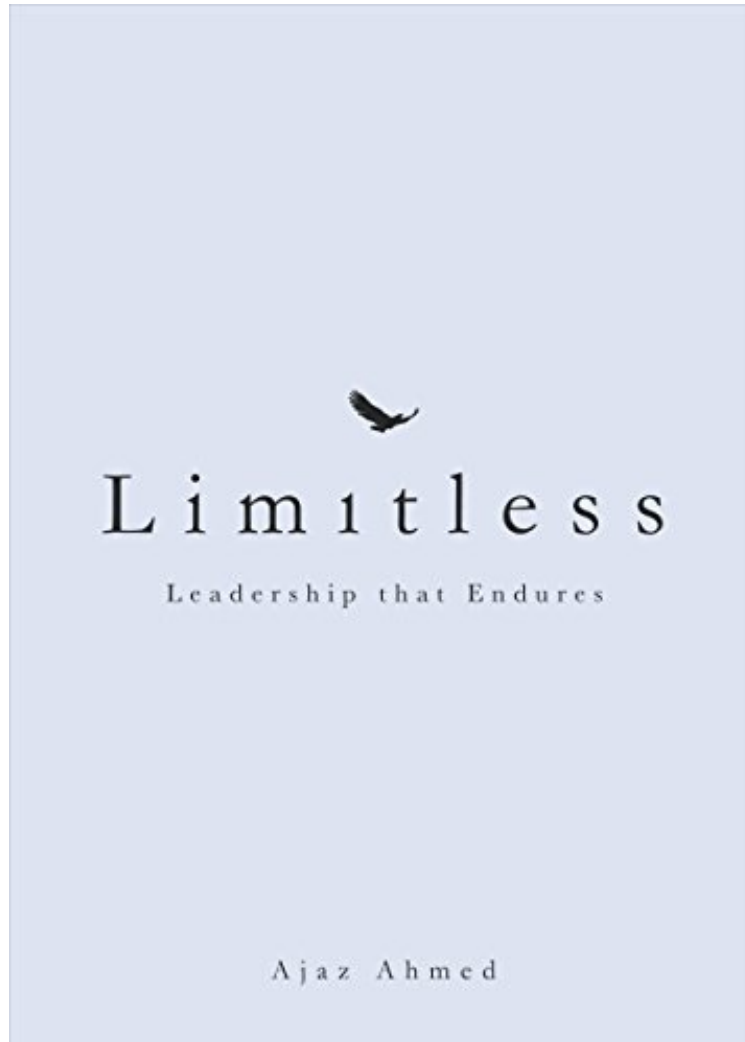


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## Limitless: Leadership that Endures

*Ajaz Ahmed*

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2 of 2 people found the following review helpful. A broader view of businessBy Seb HalseI just loved this book, particularly the tales of Henry Ford and Margaret Rudkin. It celebrates the pure magic of business, not management school cookie-cutter thinking, and ultimately asks us to sit back... just for a moment... to think about synchronicity and interconnection of people, things and commercial ideas.

There isn't a magic formula for better leadership. But there is an enduring philosophy behind the most inspiring leaders in business, past and present. It's one that has outlasted markets, currencies, meltdowns, revolutions and regime changes. Limitless is a celebration of the transformative power of thinking beyond conventional boundaries. Its

fascinating true stories of the most audacious and accomplished business leaders remind us how the entrepreneurial spirit really does change the world for the better. The greatest leaders not only make a difference in their own times, but also leave behind the lessons they've learned for the world that goes on after them. Finding opportunities where others see obstacles, they show that the greatest investment any entrepreneur can make is to keep an open mind.

About the Author Ajaz Ahmed is the CEO of AKQA, the ideas and innovation company he founded aged 21. AKQA today employs over 1,500 people in 15 offices around the world. In 2014 AKQA won the Queen's Award for Enterprise Innovation. Ajaz co-authored *Velocity: The Seven New Laws for a World Gone Digital*. For essays and thoughts visit <http://www.akqa.com/ajaz>