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****FOR IMMEDIATE RELEASE****

Andersons Address Today's Leadership Crisis by Focusing on the Leader's Character.

NEW YORK—August 22, 2016—Morgan James's new release, *Becoming a Leader of Character: 6 Habits That Make or Break a Leader at Work and at Home* by Dave Anderson and General James Anderson, responds to the leadership crisis in our culture by focusing on the often misunderstood and ignored topic of character.

There are thousands of books available on leadership, but few books adequately address the issues that are at the root cause of this crisis. The symptoms may indeed be lack of trust, low employee engagement, and dysfunctional teams, but the root cause of these symptoms of bad leadership is the character of the leader. The leadership failures in politics, business, and our homes make it abundantly clear that these failures are rarely a result of a leader not knowing what they should do. The failure usually happens because something in the leader's character prevents them from choosing to do the right thing.

If a leadership book does mention character, it tells the reader they need to have character, but they do not tell anyone how to get it. *Becoming a Leader of Character* aims to fix that hole in the leadership literature. Using personal examples from leading at West Point, in combat, and in business, the Andersons layout a simple yet challenging workout plan designed to strengthen six habits of character that any reader can use to become a leader of character in any setting. Each chapter ends with a list of achievable exercises designed to grow a leader's character through consistent exercise, just like with any other workout. Readers can also take a character assessment to determine the qualities they most need to work on, and focus more on those specific chapters. *Becoming a Leader of Character* is a book that will leave each reader with a better understanding of how to develop their own character and the character of the people they lead at work and at home.

If you would like more information about this topic, or to schedule an interview with Dave Anderson or General James Anderson, please call Nickcole Watkins at 516.900.5674.

About the Author:

Dave Anderson graduated from West Point and served as a field artillery forward observer during Operation Desert Storm, earning a Bronze Star. He then joined a Fortune 50 company and spent twenty years in various sales and leadership positions. He now owns Anderson Leadership Solutions, working as a leadership consultant and public speaker. He also hosts a syndicated talk radio show, IMPACT Talk Radio, and has written over 400 articles on leadership on his blog. He lives in Tyler, Texas.

General James L. Anderson, PhD. Graduated from West Point and served in the United States Army for forty-one years. He has been an Army Ranger School instructor and is a veteran of two tours in Vietnam, earning a Silver Star, two Bronze Stars, and a Purple Heart. He is the successful author of *The West Point Fitness and Diet Book*, as well as *The Competitive Edge*. He currently resides in Chapel Hill, North Carolina.

More About This Title:

Becoming a Leader of Character: 6 Habits That Make or Break a Leader at Work and at Home by General James and Dave Anderson will be released by Morgan James Publishing on October 11, 2016. *Becoming a Leader of Character*—ISBN 978-1630479374—has 218 pages and is being sold as a trade paperback for \$17.95

About Morgan James Publishing: Morgan James Publishing (www.MorganJamesPublishing.com) provides entrepreneurs with the vital information, inspiration, and guidance they need to be successful. Morgan James Publishing, The Entrepreneurial Publisher™, has been recognized by Publisher's Weekly for three years on their fast growing press list and is reported as being the future of publishing.

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