



64 Shots: Leadership in a Crazy World

By Kevin Roberts

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64 Shots: Leadership in a Crazy World By Kevin Roberts

64 Shots: Leadership in a Crazy World is a compendium of value-accelerators for business and life. It is gathered as a 64 shot method from the astute observations and remarkable life of creative business leader and iconoclast Kevin Roberts. A provocative figure traversing the peaks of global commerce, media and sport, Kevin Roberts - creator of the groundbreaking idea Lovemarks - is recognized as one of today's most uncompromisingly-positive and inspirational leaders.

In *64 Shots*, Roberts draws on the biggest ideas, toughest experiences and greatest influences of his life to present 16X4 stripped down, straight-forward and instantly-absorbable insights on how to bring order to the chaos of business and life. The punchy insights into winning - hitting readers lightly jab after jab - are an array of one-liners, sound bites, tweets, charts, quotes and historical reference points. They are loaded with Roberts' experience, story, brio, provocation and direction.

The language is extreme, brimming with the irrepressible attitude and provocation that fueled Roberts' meteoric career. While there is a sequence, the 64 shots are stand-alone signposts towards living an enterprising and winning life. Anyone can dip into the book anywhere and find value.

The writing is accompanied by (not necessarily linked to) a visual order of black-and-white photos of leaders in their cultural fields, some modern, many historical, some famous, and all personal. This eclectic selection of people are both direct and indirect influences to Kevin Roberts' life. They all have an interesting - and some mysterious - connection to concepts of leadership in a crazy world. Examples are: Mary Quant, Vince Lombardi, Margaret Thatcher, Vivienne Westwood, Twiggy, Tom Peters, Peter Drucker, Martin Luther King, Renzo Rosso, Brigit Bardot, Bob Dylan, Sean Fitzpatrick (a rugby player).

The book is high touch and glossy. It feels like Apple, not Shakespeare. 64 Shots - will you take them?

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64 Shots: Leadership in a Crazy World By Kevin Roberts Bibliography

- Sales Rank: #342387 in Books
- Brand: imusti
- Published on: 2016-06-21
- Released on: 2016-06-21
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.30" l, 1.25 pounds
- Binding: Hardcover
- 240 pages

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Editorial Review

Review

"We get 50 books a day at Bloomberg, every day, all year, and *64 Shots* is far and away the most gorgeous and beautiful book to have walked in the door in years. *64 Shots* is my book of the summer."

–**Tom Keene, Bloomberg News**

"Kevin Roberts does, well, a Kevin Roberts hat trick. *64 Shots* is pure Roberts magic--practical as hell, applicable in the next 15 minutes, a life guide, and pure inspiration in terms of both content and design."

–**Tom Peters, Business Maverick**

"Roberts uses his British/New Zealand heritage to serve up unfiltered, un-PC and unbelievably wise stories that weave in hilarious and momentous encounters with world leaders in politics, sports and business. He draws on all that has informed his thinking to transform ours. It is 64 shots of adrenalin, inspiration, affirmation and a GPS for starting and leading an organization where whatever you planned yesterday is likely to be toppled over by today's events."

–**Tammy Sachs, CEO of Sachs Insights**

As Seen In:

Bloomberg Surveillance

Entrepreneur

Forbes Leadership

Fox Business

Huffington Post

PR Weekly

USA Today

From the Back Cover

HOW DO WE WIN IN THIS HIGH-SPEED, CRAZY WORLD?

In *64 Shots*, the freethinking Chairman of global advertising powerhouse Saatchi & Saatchi, Kevin Roberts--author of the bestselling book *Lovemarks: the Future Beyond Brands*--distills a set of no-holds-barred solutions. Based on an international business career that broke every rule, *64 Shots* is Roberts' blueprint for leaders to win in turbulent times.

With the *64 Shots* method you will learn how to:

- Become a creative leader, as everyone in a crazy world must
- Inspire greatness in other people to perform at peak
- Build competitive advantage by making things happen
- Develop mental toughness to break through life's barriers
- Unleash soft power to achieve maximum velocity.

64 Shots is uncompromisingly positive and full of attitude, direction, and action. The advice within is loaded with brio, stories, insights, and the experience from Roberts' inspirational career, as well as historical reference points.

This is a book for current leaders and future leaders everywhere. Brace for **64 Shots, and take them now.**

About the Author

Kevin Roberts is a creative business leader and iconoclast whose current career roles include Executive Chairman of Saatchi & Saatchi, one of the world's most iconic advertising brands, and Head Coach of Publicis Groupe, the world's third largest communications group. He was previously CEO Worldwide of Saatchi & Saatchi (1997-2014), and has held leadership positions at Gillette, Procter & Gamble and Pepsi-Cola throughout the world. His business books include the groundbreaking *Lovemarks: The Future Beyond Brands* (powerHouse Books, 2004) published in 18 languages. Kevin Roberts is Honorary Professor of Creative Leadership at Lancaster University, Honorary Professor of Innovation and Creativity at the University of Auckland Business School, and Honorary Professor of Leadership and Innovation at the University of Victoria (B.C.) School of Business. He advises national organizations and global brands across commerce, media and sport. He lives in New York City and Arizona USA, Auckland New Zealand, and Grasmere in England's Lake District. In 2013 he was made Companion of the New Zealand Order of Merit.

Users Review

From reader reviews:

Lilian Anderson:

This 64 Shots: Leadership in a Crazy World book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book is actually information inside this publication incredible fresh, you will get data which is getting deeper you actually read a lot of information you will get. This 64 Shots: Leadership in a Crazy World without we comprehend teach the one who examining it become critical in thinking and analyzing. Don't always be worry 64 Shots: Leadership in a Crazy World can bring when you are and not make your carrier space or bookshelves' turn out to be full because you can have it within your lovely laptop even phone. This 64 Shots: Leadership in a Crazy World having good arrangement in word along with layout, so you will not feel uninterested in reading.

Gabriel Harris:

Information is provisions for individuals to get better life, information currently can get by anyone from everywhere. The information can be a understanding or any news even a problem. What people must be consider if those information which is inside former life are challenging to be find than now's taking seriously which one is appropriate to believe or which one the resource are convinced. If you receive the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All of those possibilities will not happen inside you if you take 64 Shots: Leadership in a Crazy World as the daily resource information.

Robert Watts:

Reading a reserve tends to be new life style within this era globalization. With studying you can get a lot of information which will give you benefit in your life. Together with book everyone in this world can share their idea. Ebooks can also inspire a lot of people. A lot of author can inspire their own reader with their story or perhaps their experience. Not only the storyplot that share in the ebooks. But also they write about the ability about something that you need illustration. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors in this world always try to improve their expertise in writing, they also doing some exploration before they write for their book. One of them is this 64

Shots: Leadership in a Crazy World.

Shannon Thomas:

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