



Denial: Why Business Leaders Fail to Look Facts in the Face--and What to Do About It

Richard S. Tedlow

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"Wise. Relevant. Riveting." -Jim Collins, author of *Good to Great*

Denial is the unconscious belief that a certain fact is too terrible to face and therefore cannot be true. It turns challenges into crises, dilemmas into catastrophes. It's the single greatest obstacle business leaders face.

Now Harvard business School professor Richard S. Tedlow tackles two essential questions: Why do so many sane, smart leaders often refuse to accept and act on the facts that threaten their companies and careers? And how do we find the courage to resist denial when facing new trends, changing markets, and tough new competitors?

Tedlow highlights strategies the best leaders use to face hard facts and turn challenges into opportunities. His book will help you become one of them.

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