

# A PASSION FOR EXCELLENCE

The Leadership Difference

Tom Peters

co-author of

IN SEARCH OF EXCELLENCE

and Nancy Austin

A revolution in American management is under way, a revolution inspired to a significant degree by a book: *In Search of Excellence*. Now in *A Passion for Excellence*, Tom Peters, co-author of *In Search of Excellence*, and his colleague Nancy Austin show how managers at every level in all kinds of organizations can join in that revolution and what they can do to sustain their successes. Exploring in depth subjects that *In Search of Excellence* only touched upon and branching out in exciting new directions, *A Passion for Excellence* is a practical and inspirational work on the art of leadership.

*A Passion for Excellence* highlights the methods and accomplishments of those who have always had “the leadership difference,” as well as those, mounting in number, who have recently turned their organizations around. Through hundreds of concrete examples, the book zeroes in on the three key areas of competence that determine the long-term excellence of any organization—superior service to customers or clients and constant innovation, both based on the consistent creativity of every person in the company—and describes the day-to-day acts of leadership at every management level that add up to superior performance. In particular, the authors examine the basics of managerial success ignored in most textbooks on management: pride in one’s organization and enthusiasm for its works; “naïve customer listening”; customer perception of the quality of a service or product; employee commitment and sense of ownership; internal corporate entrepreneurship (sometimes called intrapreneurship); championing; trust and vision. And it offers new insights into the core “technology” of leadership, MBWA (Managing By Wandering Around)—what it means and how to do it. Dedicated to innovative business leaders (“skunks”) everywhere, *A Passion for Excellence* will be invaluable for anyone concerned about the pursuit of excellence in the business world and in public service.

Yang Amat Berhormat

Dt. Sri Dr. Mahathir M.

Perdana Menteri Malaysia

Kerangan dari  
orang pengagum

M. J. Abdulrahim

Ames, May 9, 1985



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ALSO BY TOM PETERS

*In Search of Excellence*  
with Robert H. Waterman, Jr.

ALSO BY NANCY AUSTIN

*The Assertive Woman*  
with Stanlee Phelps



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**The Leadership  
Difference**

Tom Peters  
Nancy Austin



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