



Adapt or Die: Leadership Principles from an American General

Lt Gen (Ret) Rick Lynch, Mark Dagostino

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The world needs you to lead.

And in order to lead, you need to adapt.

Sharing stories from the front and insights born from overcoming adversity on the battlefield and in the boardroom, Lt. Gen. (Ret.) Rick Lynch offers nine impactful leadership principles to help you develop your own effective, flexible leadership style. From earning respect and working effectively with diverse teams to adapting to new technology and laying a foundation of trust built upon integrity, these principles are what separate the leader who is merely equipped and the leader who excels.

Are you ready to start your training?

"A superb book by a thoughtful, courageous, and authentic leader. As wise, practical, and inspiring as any I have ever seen."--**Gen. (Ret.) Fred M. Franks**, U.S. Army

"I have worked with Rick in helping take care of our soldiers and their families during these difficult times, and the leadership principles listed in this book are an invaluable guide on how to accomplish that goal. Those principles apply not only in the military but also in corporate America, in academia, and even in the entertainment industry."--**Gary Sinise**, actor and founder of the Gary Sinise Foundation

"One of the most positive, candid, and encouraging books I've read on leadership in recent years. Truly an invaluable resource for those wanting to take their effectiveness as great, adaptive leaders to the next level."--**Chaplain Maj. Gen. (Ret.) Doug Carver**, Twenty-Second Army Chief of Chaplains

Lt. Gen. (Ret.) Rick Lynch has commanded at all levels of the Army, from company to Corps to commander of all U.S. Army installations. He spent a total of over thirty months in Iraq, including fifteen months as one of the leaders of the 2007 surge, and is now president and CEO of R Lynch Enterprises. He and his wife, Sarah, live in Texas.

Mark Dagostino is a *New York Times* bestselling coauthor and former senior writer for *People* magazine. He wrote *Courage to Stand* with Minnesota Governor Tim Pawlenty, and is the coauthor of *Rudy: My Story* with Notre Dame legend Daniel "Rudy" Ruettiger. He lives in New Hampshire.

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