



Leadership Secrets of the Salvation Army

Robert Watson, Ben Brown

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Business guru Peter Drucker referred to the Salvation Army as "*The most effective organization in the U.S.*" The Salvation Army has long been revered for its passionate adherence to its mission and purpose of delivering humanitarian and spiritual aid to anyone, no matter who they are. In this important book, former commissioner of the Salvation Army in the U.S. Robert Watson outlines those principles that not only guide that organization, but also can apply to companies, ministries and organizations anywhere.

The Five Principles that are layed out in *Leadership Secrets of the Salvation Army* are:

1. Clarity of Mission
2. Ability to Innovate
3. Measurable Results
4. Dedication
5. Putting Money to Maximum Use

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