



Cambridge Leadership Associates LLC

Press Release

Cambridge Leadership Associates Announces *Leadership on the Line* published in Braille

Cambridge, MA, February 18, 2008 - Cambridge Leadership Associates (CLA), a leading provider of leadership consulting services announced today that *Leadership on the Line: Staying Alive Through the Dangers of Leading*, a top-selling business book authored by CLA founders Ron Heifetz and Marty Linsky, is now available in Braille.

Braille is a system of reading and writing using raised dots. It allows people who are blind to read with their fingers. Steven Rothstein, president of the Perkins School for the Blind in Watertown MA, says "This is a valuable book with many important lessons in leadership. Having this book in Braille will be a benefit for people who are visually impaired across the country." "Our communities, organizations, and societies need people, from wherever they work and live, to take up the challenges of leadership" says Linsky.

Leadership on the Line: Staying Alive Through the Dangers of Leading (224pages, Harvard Business School Press, \$29.95) first published in 2002, draws on the authors' combined half-century of experience of teaching and consulting; first at the John F. Kennedy School of Government at Harvard and later at Cambridge Leadership Associates.

Heifetz and Linsky have written the first personal survival guide for individuals seeking to lead. They profess that leading is risky and dangerous work. Exercising leadership is dangerous because you risk making yourself vulnerable; whether you are supporting unpopular initiatives, promoting provocative new ideas, questioning the gap between values and behavior of your colleagues, or asking family and friends to face up to unpleasant realities.

CLA develops leadership cultures for changing organizations. Through consulting and training in the skills and behaviors of Adaptive Leadership™, the firm works to expand and enhance the leadership that organizations need to change and thrive in complex environments. Professional services include leadership consulting, workshops, training, and keynote presentations. Headquartered in Cambridge, Mass., the firm has an extensive client list nationally and internationally. www.cambridge-leadership.com.

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