

## 21.12: Introduction to Leading

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What you'll learn to do: describe common management and leadership styles, and identify the circumstances under which they are most effective

In this section, we'll discuss the concept and purpose of leadership and explore common management and leadership styles. Specifically, we'll discuss autocratic, laissez-faire and democratic management styles, when each is most effective and the importance of being able to adapt your style to the situation. Finally, we'll discuss three common leadership styles—transformational, transactional and narcissistic—and the implications for a company's culture.

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