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## The Societal Leader

In the Heart of the Company

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How do you become a leader? How are the leaders of today and tomorrow necessarily societal?

Michel Sapranides shares his ideas about leadership based on three decades of experience, notably as the international head of a major group, and then as a successful small and medium-sized business entrepreneur.

A man of commitments and convictions, he dedicates this work not only to the young, to kindle their sense of a calling, but also those who buy out companies, to all executives and small business owners. He is convinced that entrepreneurs hold the keys to our country's societal and economic development. To this end, he advances the notion of a "societal leader," championing business leadership that puts its efforts toward building a better world.

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