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# THE GOOD STRUGGLE

Responsible Leadership in an  
Unforgiving World

JOSEPH L. BADARACCO

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*New York Times* bestselling author of *Leading Quietly*

HARVARD BUSINESS REVIEW PRESS



## Advance Praise for *The Good Struggle*

“Badaracco has written a valuable book that examines the evolving fundamentals of leadership in a contemporary world filled with greater uncertainty and more intense market pressures. *The Good Struggle* compels readers to look within, find what they bring to the table, and reflect on how the challenges of leadership impact all our lives in a very personal way.”

—Gail McGovern, President and CEO,  
American Red Cross

“Joseph Badaracco defines the essence of success in building a business: Live with the reality one competes in, but never stop dreaming about what might be possible.”

—Tom Stemberg, Managing General Partner,  
Highland Consumer Fund; Chairman  
Emeritus, Staples, Inc.

“Leading responsibly does not equate to leading successfully. It is indeed a ‘struggle.’ This book challenges the reader to develop the right path for the long term. If you want answers, don’t read this book. But if you want the right questions to ask, then this is the ultimate reference book to read again and again.”

—Ann Fudge, former Chairman and CEO,  
Young & Rubicam Brands

“People who consider themselves leaders or aspire to leadership in today’s complex world must read this book. Its message is powerful: True leadership is forged from the personal crucible of struggle, values, and choices that justify the risks and time spent being a leader.”

—Ronald K. Machtley, President,  
Bryant University

“In this book, Joseph Badaracco, with his marvelous insight, foresight, and understanding about leadership, poses vital questions for leaders. In these times of turmoil and uncertainty, leaders must face these questions head on.”

—Kunio Nakamura, former President,  
Panasonic Corporation

“Dealing successfully with VUCA—volatility, uncertainty, complexity, and ambiguity—is inescapable for successful leaders today in their struggle to make the best choices for their companies, for their people, and for themselves. *The Good Struggle* provides an approach for leading responsibly amidst all the diverging forces.”

—Daniel Vasella, MD, former Chairman  
and CEO, Novartis AG

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