



The Varieties of Leadership at Novarum Pharmaceuticals: A Novel (PB)

By Floyd Kemske

Information Age Publishing. Paperback. Book Condition: New. Paperback. 198 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. Storytelling is a time-honored way of educating. Case studies attempt to engage students, but are limited because they do not develop characters or settings. What is needed is a full-length novel with complex, sympathetic characters and a story grounded in leadership and organizational behavior theories. Novarum Pharmaceuticals is such a book. Set in a large U. S. firm, it follows the struggles of an executive vice president trying to launch an innovative joint venture with a Middle Eastern company. The story proceeds from Nia Stevens first strategic proposal, through various triumphs and setbacks, to a final crisis in which she must choose between what she views as her career and her principles. The main characters reveal a mix of motives and perceptions about each other and doing business in the Middle East. They converge and clash and their actions change as the story unfolds. Neither a tragedy nor a comedy, the book is a plausible depiction of life within a modern corporation. Novarum Pharmaceuticals embodies all the elements of a novel, but unlike novels this one contains an index that professors and students alike can...



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Reviews

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