



# Driven to Lead: Good, Bad, and Misguided Leadership

*Paul R. Lawrence*

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"A powerful scientific framework, grounded in evolutionary biology, that helps us think about leadership successes and failures throughout history and how we might address humanity's need for better leadership going forward."

—**Nitin Nohria**, Dean, Harvard Business School

"Brilliant insights—straightforward, easy to comprehend, and extremely useful to anyone in business. I predict the four-drives model will replace Maslow's hierarchy of needs as the accepted way of describing human behavior."

—**David N. Burt**, chairman emeritus, Supply Chain Management Institute, University of San Diego

"Paul Lawrence is back! *Driven to Lead* is the most comprehensive general theory of leadership ever created. By digging deeply into Darwin, Lawrence offers a practical guide for authentic leaders to excel in today's challenging world."

—**Bill George**, professor of management practice, Harvard Business School, and former chair and CEO, Medtronic

"If Darwin had written a book about leadership in the twenty-first century, this would be it."

—**Ranjay Gulati**, Jaime and Josefina Chua Tiampo Professor of Business Administration, Harvard Business School

"It's the  $E = mc^2$  of human behavior."

—**Malcolm DeLeo**, Vice President of Innovation, Daymon Worldwide

"This book presents a rigorous and novel theory on how evolution and the human brain can produce effective and ineffective leadership. The writing is clear. It is accessible to practitioners as well as to researchers."

—**Chris Argyris**, professor emeritus, Harvard Business School

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