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As the world falls deeper into economic downturns and warfare, the question of credibility (how leaders gain and lose it) is more important than ever. Building on their research from *The Leadership Challenge*, James Kouzes and Barry Posner explore in *Credibility* why leadership is above all a relationship, with credibility as the cornerstone, and why leaders must "Say what you mean and mean what you say." This first full revision of the book since its initial publication in 1993 features new

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Book Review: Credibility: How Leaders Gain and Lose It ...

Book Review: Credibility: How Leaders Gain and Lose It, Why People Demand It James M. Kouzes and Barry Z. Posner San Francisco: Jossey-Bass, 1993, 332 pp. \$24.95, cloth Show all authors Katherine Farquhar by James M. Kouzes and Barry Z. Posner

In their new and revised book, *Credibility*, James Kouzes and Barry Posner offer a wealth of research and interesting insights on what people want from their leaders. Not surprisingly, credibility ranks at the top of the list. For leaders who want their followers to want to follow them this particular character trait is essential. The book includes interviews with noteworthy leaders and