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The Palestinian Executive

Leadership Under Challenging Conditions

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Foreword

It is a great privilege to have been presented with the opportunity to provide a foreword for this book, *The Palestinian Executive*.

Farid Muna is an inspirational author. One of his previous books, *The Arab Executive*, was an overwhelming success, so I was immediately drawn to this latest work, co-authored by Grace Khoury, another experienced writer on the subject of management, business and commerce.

Not surprisingly, this collaboration has lived up to my high expectations.

No stone has been left unturned in the authors' bid to provide an extensive and indepth examination of the leadership styles of effective executives and managers living and working in the West Bank and Gaza. This exhaustive research exposes the challenges of doing business in Palestine while shedding light on the differing styles and approaches of successful Palestinian business leaders.

A particularly pleasing aspect is the recommendations for developing the Palestinian business leaders of tomorrow who face increasing challenges within Palestine.

The Palestinian Executive has been crafted from the foundations of astonishing attention to detail and it is clear that the authors have gone to extraordinary lengths to produce this remarkable book. No less than 110 executives from 63 companies participated in the field research carried

out by six researchers who have all contributed to producing this first-of-a-kind book.

It is important that we, as Palestinians, celebrate and share our successes and support those who are making great strides across all sectors of society in order to inspire and engage the next generation of leaders to emerge from our lands.

It is also essential to demonstrate to the rest of the world that we have incredible resources of talent. Palestinians are making a name for themselves in all fields of professional life and this book plays a significant role in reminding the world that exceptional minds and determined personalities continue to thrive in the West Bank and Gaza.

But, until now, they have been relatively anonymous to the outside world. Not enough has been written about those who continue to succeed in the face of adversity and occupation within our homeland. These individuals have made outstanding contributions to life in Palestine and they continue to be a source of inspiration to us all.

From chairmen of companies employing 3,000 employees to those running businesses with just a handful of family members, *The Palestinian Executive* provides an insightful guide to professional life and practices which have never been captured in such depth before.

This unique book is written for company executives, HR managers and aspiring leaders, but in my opinion it is a must-read for anyone with an interest in conducting business in Palestine or wanting a better understanding of what makes Palestinian businesses and business leaders tick.

I thoroughly enjoyed reading *The Palestinian Executive*. It confronts every issue faced by our business leaders head-on and explores areas that have not been explored before to leave a lasting impression which cannot be ignored.

Talal Abu-Ghazaleh