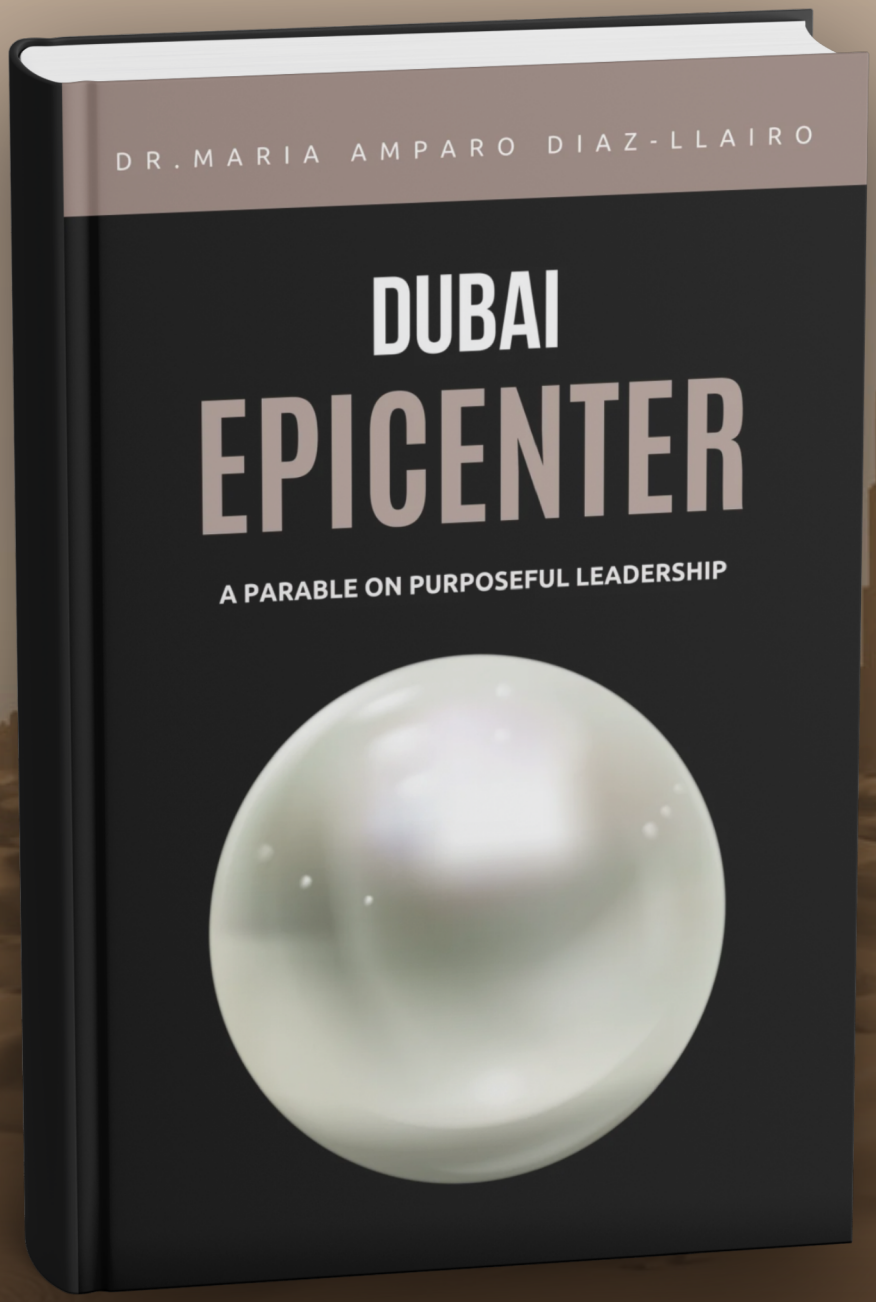


Dubai Epicenter

A Parable on Purposeful Leadership

DR. M. AMPARO DÍAZ-LLAIRÓ

The book

A story between sea and desert about turning purpose into performance, diversity into advantage, and technology into trust.

In a city where more than 200 nationalities build the future together, the book's narrator discovers that the most powerful form of leadership is the one that quietly elevates others. Human stories and executive tools come together in a book about decisions, AI with conscience, attention, and multicultural teams.

Readable over a weekend, the parable moves from inner leadership to executive practice: uncertainty, multicultural leadership, ethical AI, the neuroscience of attention, and purpose translated into performance, all grounded in the cultural context of Dubai and the UAE. It is a business parable: a story with a method. It reads like a narrative and leaves practical tools you can apply in professional life.

BOOK DETAILS

TITLE
Dubai Epicenter

SUBTITLE
A Parable on Purposeful Leadership

AUTHOR
Dr. M. Amparo Díaz-Llairó

GENRE
Business parable

LANGUAGES
English and Spanish (Dubái Epicentro)

ISBN PAPERBACK
9798198804913

SPANISH EDITION
ISBN 9798198797819

READING TIME
A weekend

WEBSITE
dubaiepicenter.com

WHO IT IS FOR

For those who lead people, make decisions under uncertainty or guide the transformation of their organizations, and for any reader interested in Dubai, the United Arab Emirates and multicultural leadership.

"Excellence does not compete: it serves."

DUBAI EPICENTER

Three original frameworks

From purpose to practice.

BOARD

TO DECIDE

Five steps for making clearer decisions under uncertainty.

AMANA

FOR AI WITH CONSCIENCE

Five principles for implementing artificial intelligence with conscience and ethical responsibility, drawn from the Arabic amānah: trust.

NEURO

TO TRAIN ATTENTION

Five gestures for training a leader's attention, grounded in the neuroscience of focus and sustainable performance.

THREE PEARLS FROM THE JOURNEY

A preview of the book's eleven conclusions.

01 Purpose before speed.

With equal talent, whoever serves best prevails.

02 Belonging is a verb of love.

Adapting without losing your essence builds trust.

03 The majlis as an operating system.

Listening, prioritizing, deciding and explaining with respect turns collaboration into governance.

"

A story you read in a weekend and apply on Monday.

DUBAI EPICENTER · A PARABLE WITH A METHOD

Prologue · The Pearl

Before oil, there were pearls. Hands that learned to dive without guarantees, holding their breath in dark waters, searching for a beauty that time had hidden beneath layers of patience.

A pearl is not manufactured. It is formed. A small friction inside the oyster, sustained over time, becomes something the light recognizes and honors. No one sees the pressure that gave it origin. No one hears the years it took to learn its shape.

This is a story about that. About how a pearl is formed when one decides to stay, to listen, and to serve. About a city that learned, before many others, that excellence is not a trophy: it is a culture. And that the noblest ambition is the one that lifts others while building the future.

AUTHOR'S NOTE

Dubai Epicenter is a parable with a method. A story meant to move you and, at the same time, to leave behind useful tools for those who lead with purpose.

It does not promise certainties, only direction. It does not offer shortcuts, only companionship. I have asked every page to leave something clear to do and something noble to remember.

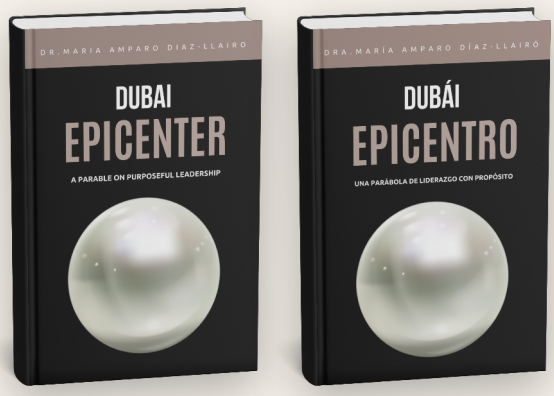
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Contents

The journey, chapter by chapter: each chapter closes with a line to carry with you.

PART I The Call

01 The Cards God Deals You
"We do not choose the cards: we choose how we play them."

02 One-Way Ticket to Dubai
"Belonging is not copying: it is respecting."

03 Majlis
"Generosity is not spectacle; it is method."

04 Desert and Sea
"The desert teaches you to listen; the sea, to obey what you have heard."

PART II The Crucible

05 Choosing to Belong
"When you choose to honor where you are, where you are honors you."

06 200 Nationalities, One City
"Diversity is not managed: it is honored and organized to serve better."

07 The Happy City
"Happiness, properly understood, is not euphoria: it is service that dignifies every day."

08 Storm and Purpose
"In a crisis, excellence is speed with purpose: prioritize lives, speak clearly, and care afterward."

09 Ramadan: Discipline, Gratitude and Method
"Fasting sharpens judgment and enlarges the heart: less noise, more purpose."

PART III The Mastery

10 AI with Conscience
"AI does not humanize: it multiplies. That is why culture must be cared for first, and the algorithm trained afterward."

11 The Neuroscience of Talent
"Talent is not a stroke of luck: it is attention that focuses, learning that takes hold, and recovery that arrives just in time."

12 Dubai: Innovation Epicenter
"True innovation does not run faster: it runs with purpose."

13 The Board of Your Destiny
"You do not choose the cards, but you do choose the helm: decide with BOARD."

14 Love and Legacy
"True love does not end with you: it circulates like water that irrigates where it is needed."

About the author



Dr. M. Amparo Díaz-Llairó

Dr. M. Amparo Díaz-Llairó is CEO and Founder of Global Human Capital Group, Associate Professor at the University of Barcelona and Associate Editor of Cogent Business & Management (Taylor & Francis). A senior HR executive and CHRO with 25+ years leading people strategy and HR operations at scale in complex, multicultural organizations across the GCC, Europe and EMEA. She is certified in AI for people management (Wharton) and Generative AI leadership (Vanderbilt).

Her work explores leadership, human capital, ethical AI and the future of work. Her doctoral research examined Dubai as an innovation epicenter in a multipolar, AI-driven world. She is the author and co-author of eight books on management, human capital, innovation and governance, including AI for Human Excellence™ and Dubai Epicenter. One of her works is part of the collection of the Mohammed Bin Rashid Library in Dubai, and she has received the HR Innovator of the Year and HR Excellence Award in Dubai.

INTERVIEW TOPICS

01 What global leadership can learn from Emirati culture.

02 The majlis as an operating system: listening, prioritizing, deciding and explaining.

03 Leading multicultural teams in a city of more than 200 nationalities.

04 AI with conscience: why culture comes first and the algorithm is trained afterward.

05 Deciding under uncertainty with BOARD.

06 The business parable as a way to pass on method.

Reader reviews

Excerpts translated from Spanish from reader reviews on Amazon.es.

A READER'S REFLECTION

> *"She translates the culture of the UAE, how we see life here, into a story anyone, anywhere, could pick up and understand. It's not a leadership book dressed up as a lesson; it reads like someone who genuinely knows this place, choosing to explain it through a story rather than a slide deck. Few people manage that."*

SHARED PUBLICLY ON LINKEDIN.

★★★★★

An agile, positive and highly recommended read

Dubai Epicenter combines leadership, diversity, purpose and technology with a human and motivating narrative. It is one of those books that reminds you that growing professionally can also mean moving forward without losing your essence. I would especially recommend it to entrepreneurs, leaders and people going through change, and also to those thinking of living or working in Dubai, because it brings the reader closer to its culture and multiculturalism through a story, not a conventional guide. An agile, positive and highly recommended read.

Translated from Spanish · Amazon.es

★★★★★

The best book on leadership

An inspiring read about leadership, purpose and personal growth. Especially recommended for entrepreneurs.

Karina K. · Translated from Spanish · Amazon.es

★★★★★

An inspiring book

With an approachable, easy-to-read style, it combines leadership, purpose and personal growth.

Luis · Translated from Spanish · Amazon.es

★★★★★

Always moving upwards

A very good book. Well crafted and made with great care.

Eduard S. · Translated from Spanish · Amazon.es

★★★★★

Excellent

I really enjoyed it and wholeheartedly recommend it.

Eva B. · Translated from Spanish · Amazon.es

Press and interviews

The author is available for interviews related to the book in English and Spanish. Additional extracts, cover images, author photographs and a sample chapter are available on request, as are corporate orders, keynotes and workshops inspired by BOARD, AMANA and NEURO.

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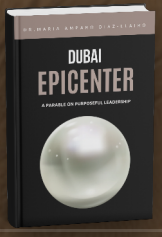
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