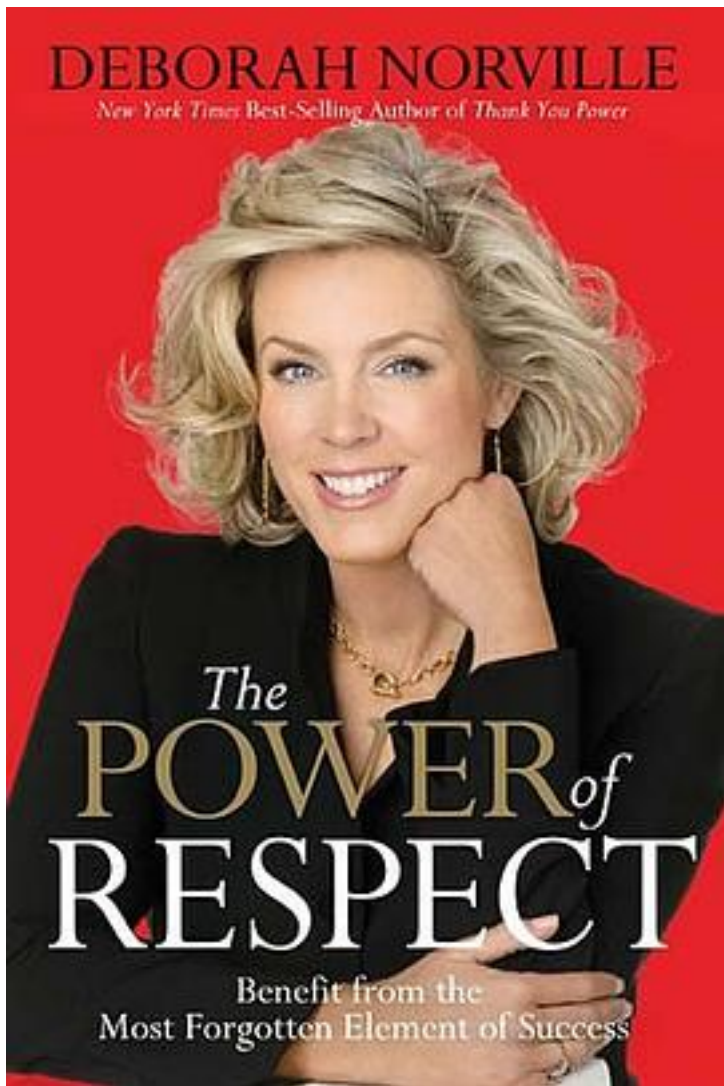


The Power of Respect



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Want respect from others? Scientific research says, try giving it. There is power in respect. And it comes with multiple benefits. In business: UL LIHigher sales/LI LILower employee turnover/LI LILess exposure to lawsuits/LI/UL At home: UL LIA stronger marriage/LI LIHealthier family dynamics/LI LIMore polite children/LI/UL In your personal life: UL LIMore self-respect and confidence/LI LICloser friendships/LI LIHigher standing in the community/LI/UL Respect, a lost value in our world today, is the latest subject of research for "Inside Edition" anchor and best-selling author Deborah Norville. Citing scientific studies and using stories based on personal interviews, Norville makes a compelling case for the Power of Respect-the simple act of treating people as though they really matter. In "The Power of Respect" Norville details the specific dollar savings in business and dramatic improvements in student test scores that are directly attributable to respect. She says, "Now that I've seen the research done by some of the greatest minds in the field, I am stunned to see the impact of being respected and giving respect. I am also mystified. Why wouldn't someone want to put it to work?" Respect tips, sprinkled throughout the text, and Respect Reminders, at the end of each chapter, add to the clarity of the message and help reinforce the personal benefits. Start practicing this most overlooked ingredient of success and find out what it means for you

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