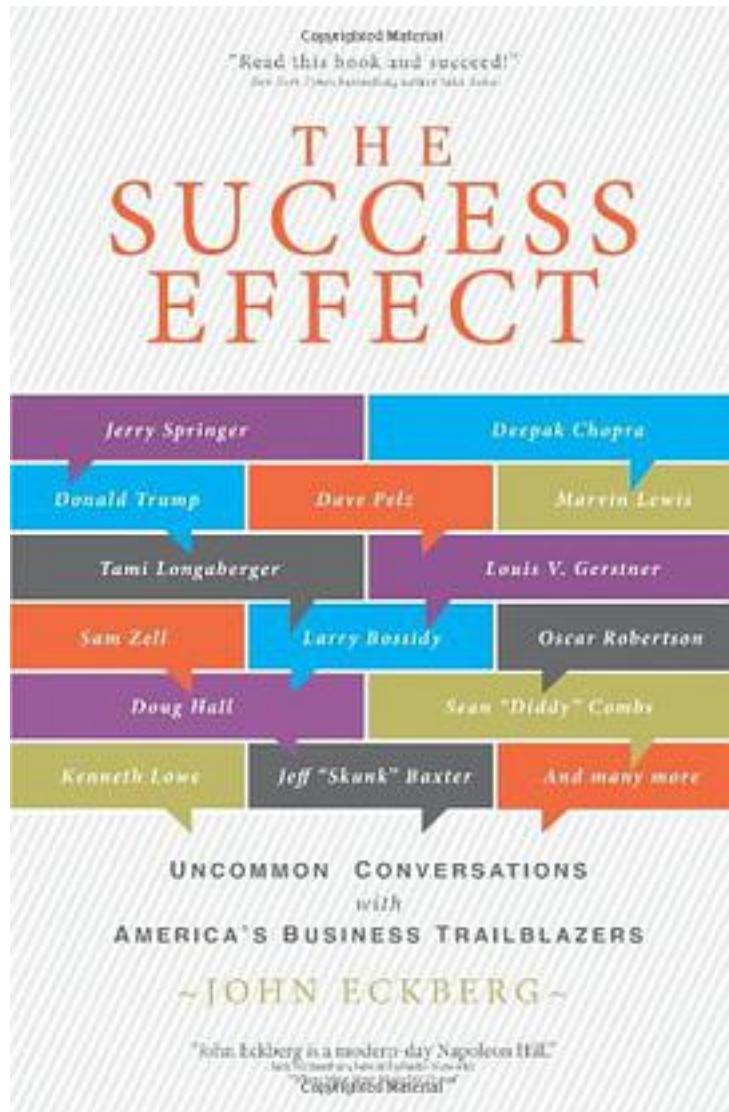


# The Success Effect



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Trump. Chopra. Zell. Gerstner. Springer. Those are just some of the diverse names found in *The Success Effect*, a ground-breaking project by Cincinnati Enquirer business columnist John Eckberg. This 300-page volume contains 40 candid conversations with America's top business trailblazers and innovators, from household names like Deepak Chopra and Donald Trump, to the lesser known Tami Longaberger, IDEO's Tom Kelley, Doobie Brothers' and Steely Dan guitar wizard Jeff "Skunk" Baxter, LensCrafter's Dean Butler and PGA guru to the stars Dave Pelz. Dozens of other interviews reveal what it takes for individuals, teams and companies to lead, achieve, prosper and grow. Through his unorthodox question-and-answer style, Eckberg brings revealing commentary and off-the-cuff answers from America's best business minds. The reader gets insight, not spin -- perspective and life lessons, not canned responses and public relations. Compiled over years of research, *The Success Effect* is at the crossroads of life-guide and business-leadership book.

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