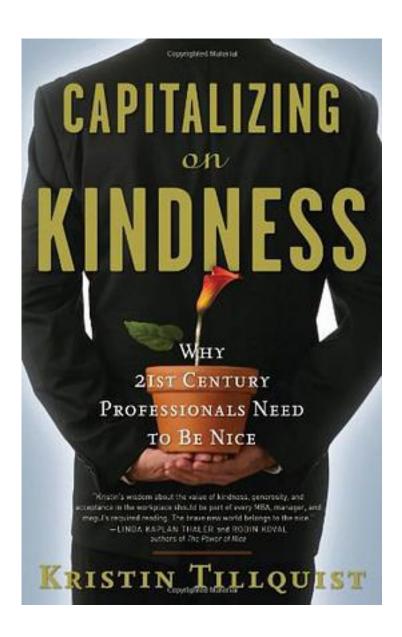
Capitalizing on Kindness



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To be successful in the 21st century global marketplace you need many things: determination, well-articulated goals, and a bit of luck. But more than anything else, you need kindness. Kindness becomes the key business asset when you couple a caring attitude toward others with a focus on achieving your goals. Often people see business as a choice between being kind and being successful. This is a fictitious trade-off. Nice people are more successful. Those who wish to succeed in the 21st century business climate which is characterized by intense competition, ever-evolving technologies, and escalating expectations, must make the conscious development of kindness their business imperative. The successes of many of the most accomplished professionals come as a result of developing the Five Powers of Kindness: 1. Reputation 2. Reciprocity 3. Personality 4. Thanks 5. Connecting This book will teach you simple techniques to harness the Five Powers to your professional advantage.

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