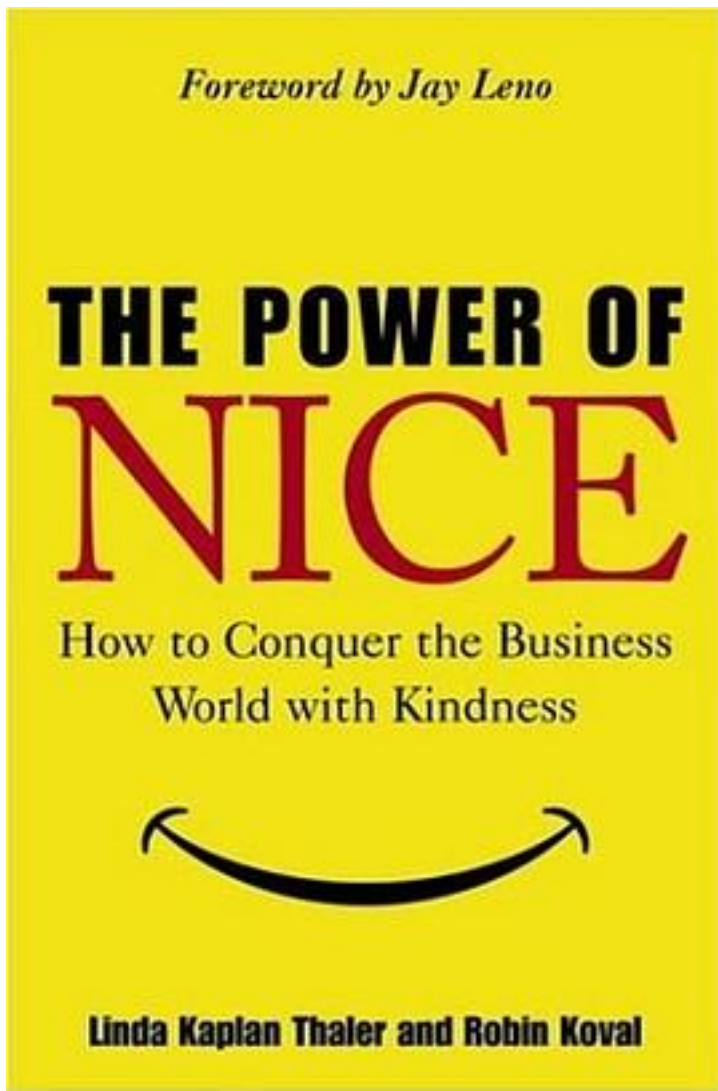


The Power of Nice



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著者:Koval, Robin

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Linda Kaplan Thaler and Robin Koval have discovered a critical philosophy for getting to the top of their profession: be nice In this audio, they share their own life and professional experiences, and the stories of other successful businesses, to demonstrate why, contrary to conventional wisdom, nice guys and gals do finish first. They challenge the mean-spirited "me or you" mentality, showing with real-life examples that "nice" companies have lower employee turn-over and recruitment costs, higher productivity, and success. In today's complex and interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. Filled with helpful tips and inspiring advice, The Power of Nice will transform how each of us lives and works.

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