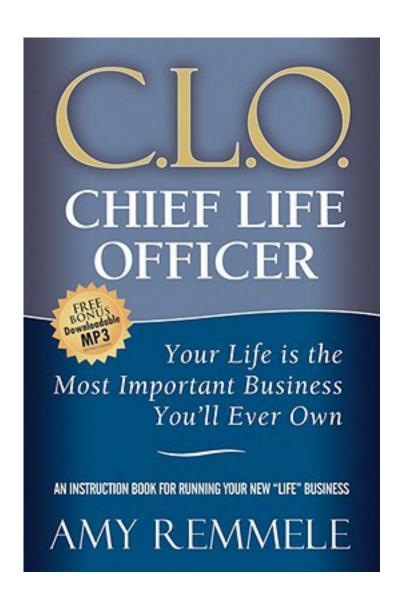
Chief Life Officer



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出版者:

出版时间:

装帧:

isbn:9781600375934

Chief Life Officer (CLO) is the state-of-the-art manual for Life Success, walking readers through a revolutionary new process for managing life as a business. People seeking to improve their lives by applying business principles to daily living, and business owners and managers who want to ground their business dealings in sound psychological principles, will benefit from CLO. Always putting the "whys" before the "hows," CLO does not allow readers to rest upon convenient lists of "should," but challenges them to drill down to their strengths and true selves. CLO emphasizes that people are not meant to go it alone, teaching how to form and utilize a multifaceted support system. CLO's guidance is based on a theoretical foundation of how humans as a species, and each individual, develops, driven by core needs of belonging, being listened to, avoiding pain, being "paid" for behavior, and achieving mastery. CLO is the guidebook on how to run Me, Inc and We, Inc as solid gold businesses.

off flow to full Me, file and We, file as solid gold businesses.
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