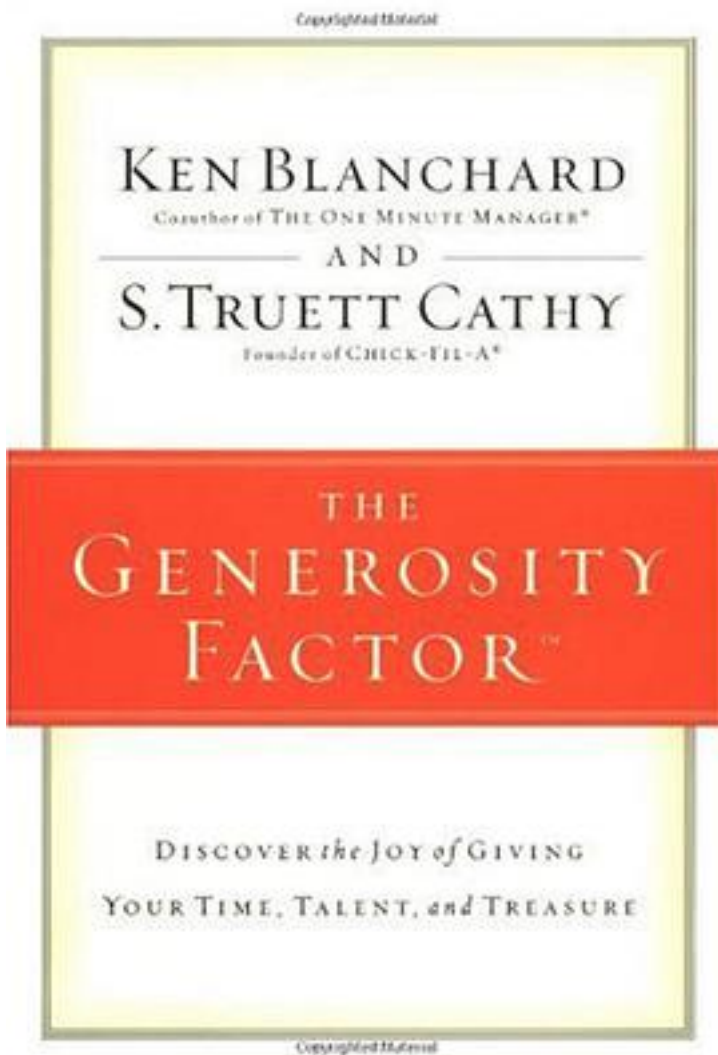


The Generosity Factor



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A modern day parable teaching the joy of generosity, service, and relationships. In the tradition of the best-seller *The One Minute Manager*, authors Ken Blanchard and fast-food entrepreneur S. Truett Cathy (Chic-Fil-A(R)) create a parable that demonstrates the virtues of generosity. The Broker is a young man on the way up the corporate ladder who has found a niche for making money through high-tech investing. His imposing home, his chauffeur-driven limousine, his deep-sea fishing boat, and his rubbing shoulders with leading New York executives create the illusion of success, yet deep inside he is restless and feels insignificant. He reads an article about The Executive, the CEO of a very large and successful company, who claims the greatest joy in his life is his ability to give to others. This piques The Broker's curiosity. He thinks he might get a competitive edge by meeting with The Executive. The Broker is impressed by all the antique and collector automobiles in the first floor lobby of The Executive's office building. "He must really worship cars," he tells The Assistant. "Not at all," The Assistant says. "He displays these extraordinary machines to inspire us--to remind us that each of us is unique." The Broker's worldview continues to be shaken and turned upside down as he talks to The Executive and hears the principles that form his life. The Executive describes the plan he has developed that turns giving into a tremendous pleasure. He calls it The Generosity Factor--a way to give time, talent, treasure, and touch to those in need. The advice The Broker receives and the relationship he develops with The Executive provide a pleasant surprise and a unique twist on what it means to truly succeed--whether in business, at home, or in life.

作者介绍:

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