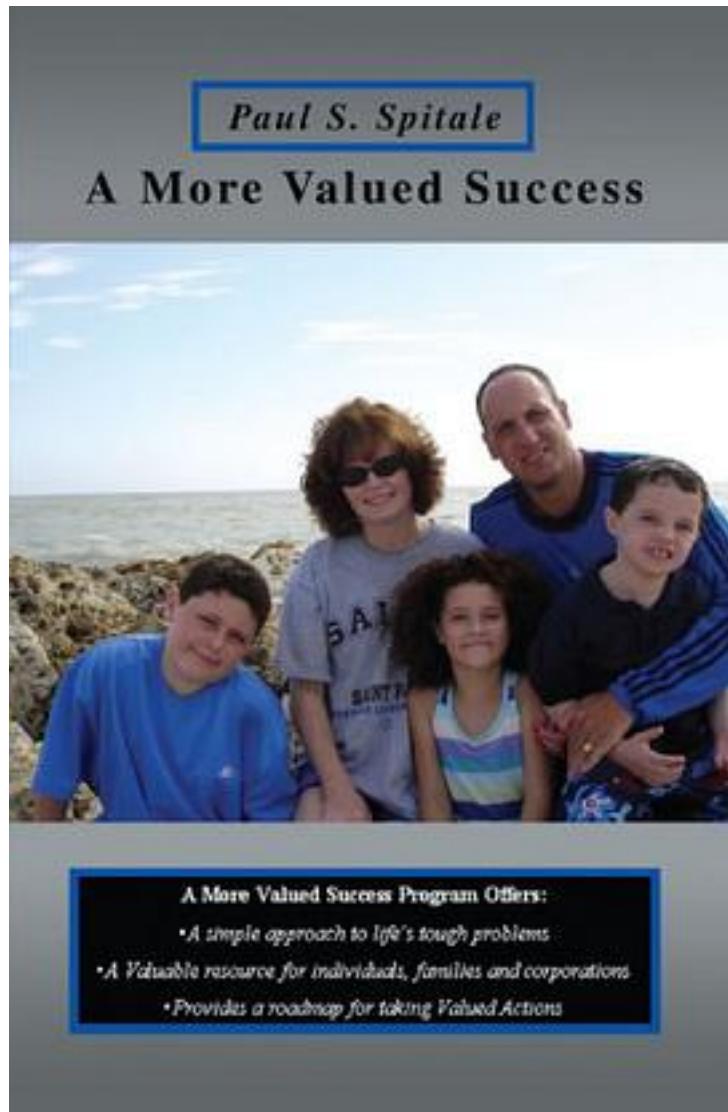


A More Valued Success



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There is a clear window of opportunity in the self-help book market, a market which addresses the needs of an audience of more than 26 million Americans. The beauty of A More Valued Success is that it fills a void in the self-help material market, and can work in harmony with other self help materials. Because of my knowledge of the market and competitive materials, combined with my professional experience and education, I feel uniquely qualified to write this book. Today, there are three basic types of self-help approaches: (1) sales axioms, (2) motivational, and (3) educational. The problem with sales axioms is that without values from which to make decisions, success feels empty. Also, the sales axiom approach offers a quick fix to problem solving which can bring a false sense of fulfillment. Most often these approaches are not based on the readers values. Hence my book, A More Valued Success. Motivational approaches are based primarily on PMA (positive mental attitude), and often fall short of substance and sometimes rely on simplistic sales techniques. The motivational approach, however, is tremendously effective if used in concert with a set of values. Hence my book, A More Valued Success. Educational or didactic approaches impart a message of learning to the reader, but lack the spirit to allow the reader to become fully motivated to achieve their message. All the self-help materials I've studied could have incorporated all three categories just mentioned, but instead each book had a specific purpose: either to deliver a set of sales axioms, to motivate, or to educate. But the key ingredient values wasn't incorporated. Hence my book, A More Valued Success. There are two books which are best sellers and have changed my life more than all the others: Steven Covey's The 7 Habits of Highly Effective People and Principle-Centered Leadership. However, the books need to be read together to receive a full understanding of the material. And the books have a very complex message; it takes a highly educated person to fully grasp the material. A key benefit of Valued Success is that it can be used in concert with the likes of Steven Covey and Anthony Robbins. My approach is simpler and incorporates the most-used corporate strategies to reach objectives. And I've just added a very important element to the 5 key areas of the traditional corporate strategic planning model taught at MBA programs all over the country. That new element is Value. There are two major audiences that Valued Success targets. First, the fully engaged business community, those who can't wait for the next book, cassette or video aimed at their continuous improvements. These individuals own not just one piece of work on the areas surrounding success, usually they own Stephen Covey, Anthony Robbins and Tom Peters works in their personal libraries, as well as numerous others. The second target market is the large number of individuals who have trouble getting a handle on the sometimes complex message from the likes of Stephen Covey or Tom Peters. The following factors will enable me to reach my target audience and make A More Valued Success a proven method of problem solving a simple approach to life's tough problems a way to reach all individuals, families and corporations a message delivered by a credible source who has spent much time and money studying the subject a book that can work with any other self-help program.

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