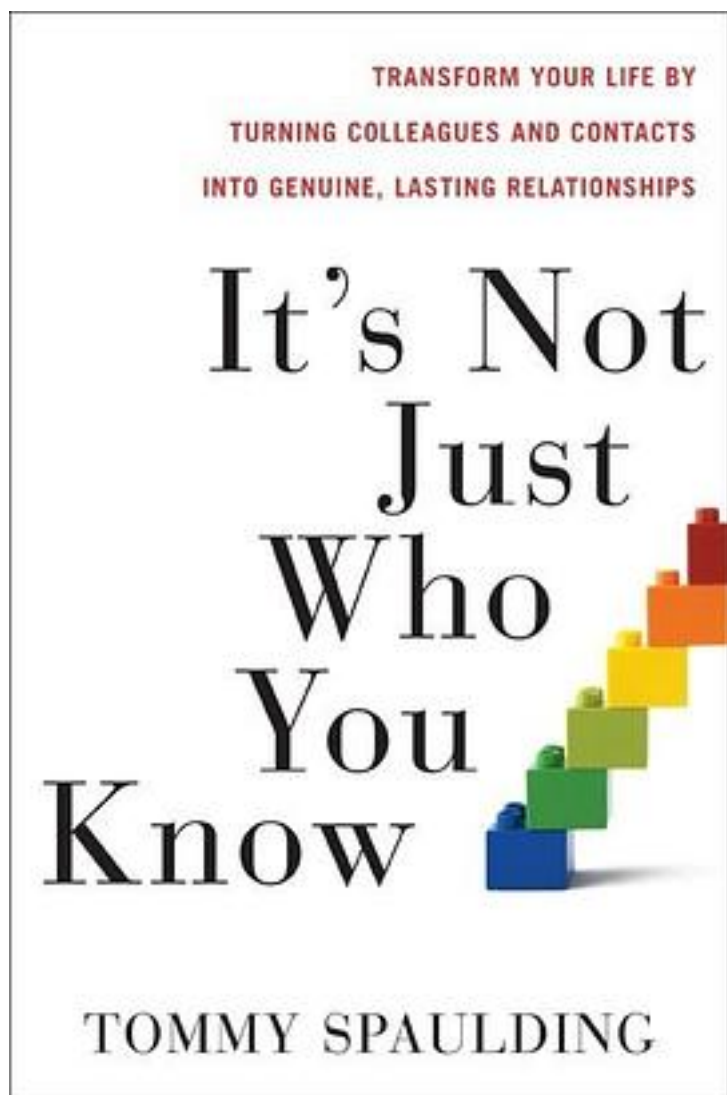


It's Not Just Who You Know



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著者:Tommy Spaulding

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In It's Not Just Who You Know, Tommy Spaulding—the former CEO of Up With People—has written the new How to Win Friends and Influence People for the 21st century. Success—in business and in life—is all about relationships. In this powerful guide to reaching out to others, Spaulding takes Dale Carnegie's classic philosophy to the next level—how to create lasting relationships that go well beyond mere superficial contacts and “second floor” relationships.

Tommy Spaulding learned at a very young age that he was not destined to be an academic star. He may have gotten a 4.0, but only if he added his high-school and college GPAs together. The reason he found academics so challenging, he discovered later, is that Tommy is dyslexic. But his dyslexia didn't hold him back—in fact, it helped him to develop the talents he did have. For Tommy is a natural leader; he realized early on that he had a unique ability to connect with others, whatever their age or background. As a teenager, he was given a copy of How to Win Friends and Influence People by his father, and it quickly became his bible. He became a national finalist for the DECA Entrepreneurial Business competition in high school, and ran successfully for senior class president. He went on to become the CEO of Up With People, one of the largest nonprofit international leadership organizations in the world.

At every step, Tommy learned that the secret to getting ahead was reaching out for the support and insight and influence of others. None of us achieve great success alone. We need the help of other people.

In this candid, revealing book, Tommy expands upon the principles that Dale Carnegie outlined 75 years ago, and shows us how to take them one step further to accomplish the impossible in our lives and careers.

作者介绍:

Marshall Goldsmith is a world-renowned executive coach and author of the New York Times bestsellers, MOJO and What Got You Here Won't Get You There.

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书评

我对美国self-help类的成功学书从来没有好感，觉得都是其功利民族特性下催生出的金钱至上浅薄干瘪的小伎俩。然而近年来，我发现美国也慢慢涌现出了一批同样以人们谋福祉为目的，但充满灵气的指导性书籍。第一本我比较认可的是《7 Habits of Highly Effective People》。这本更...

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