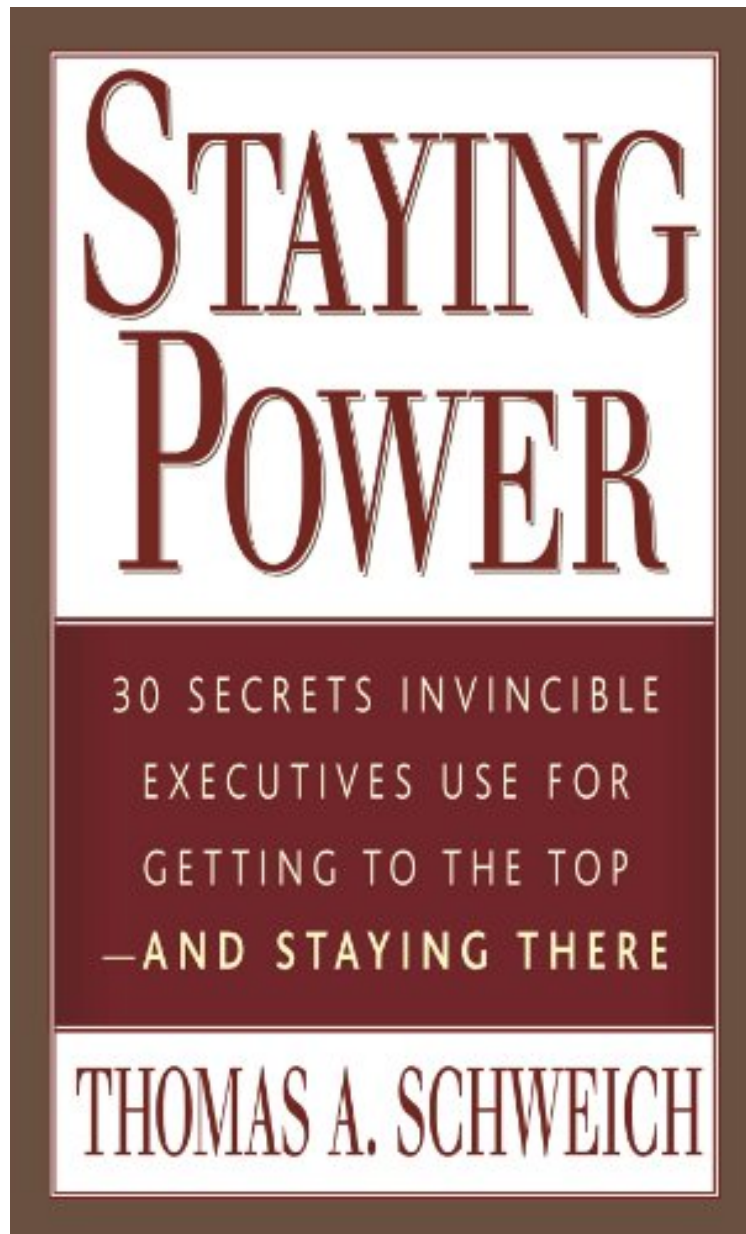


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Staying Power

Thomas A. Schweich

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Thomas A. Schweich : Staying Power before purchasing it in order to gage whether or not it would be worth my time, and all praised Staying Power:

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They seem to have spectacular rises. Moving from one promotion to the next, seemingly effortlessly. When they do encounter obstacles and setbacks or seem stymied, they somehow manage to sidestep it or often it turns to their advantage. These executives seem invincible. Is it just dumb luck or is there something at work here? Tom Schweich has some answers. Continuing in vein of his earlier books Tom has taken things a step further. He has gone out and interviewed some of the most successful people of our time and distilled the essence of their successes. Like his other books though he has plenty of war stories from mainstream business world. What I like about his book, though is that it does go outside the corporate world. He interviews some exotics. There are rock divas and politicians. It's great reading, enjoyable, and written in a clear organized style that you may be familiar with in his previous books. You don't need to be an executive to enjoy and benefit from this book. There are enough universal principles expounded for anyone. A very timely book for the difficult economic times we're headed into. Incidentally don't pay attention to the 1 star review. It's about nursing book...3 of 3 people found the following review helpful. What Every Young Executive Should Know !! By A Customer If you are "on your way up" or if you can't figure why you are stalled on "rung two" of the corporate business ladder--READ THIS BOOK !! The advice and experience offered by top managers, politicians, military officers, professionals and entertainers is amazingly similar and, by following these tactics, they have arrived and stayed at the top. The author's excellent research has produced the excellent secrets of success that everyone can apply to their own careers and lives. I plan to buy two more copies of this book to give as gifts. 1 of 1 people found the following review helpful. Success Lessons Not Found in a Text Book By A Customer Staying Power is a must read for anyone who plans to achieve success. As a high school marketing teacher, I have applied many concepts to my own life and shared them with my students. The book brings some very important "success-based" concepts that are not normally taught, unless by the "school of hard knocks." The book is easy to read, unlike most books of its kind. I highly recommend it.

Top professionals reveal the keys to their incredible success What personal and professional attributes seem time and again to propel successful people to the top? Staying Power asks that question of an amazingly diverse group of notable figures. Their answers--often startling, always enlightening--reveal 30 key characteristics that seem to be consistently present in those who experience breakthrough success. They also reveal how the most enduring top executives and public figures keep their careers out of the kinds of business scandals that are dominating today's headlines. Executives from major U.S. companies such as H. Willard Marriott of Marriott International and Jim Parker of Southwest Airlines, as well as such success stories as varied as Bob Dole to Sheryl Crow, reveal the tactics that drove them forward through good times and bad. Both current and aspiring executives can protect their careers by following the book's real-life guidelines for achieving: The Invincible Career Path The Invincible Personality The Invincible Management Style

From the Back Cover Get to the Top and Stay There--Even in Uncertain Times You have the talent, and you have the ambition--but you lack a specific career plan to get you to the top. Believe it or not, you're right on track! "Do not map out your career" is the first of thirty surprising success secrets that you'll discover in Staying Power. In this completely practical, often startling guide to achieving true and lasting success, dozens of the world's most successful people reveal the personal and professional secrets that propelled them to the top. Then they show you how to apply these winning strategies and tactics to your own career. You'll learn from fabulously successful executives such as Jim Parker, CEO of Southwest Airlines, and Bill Marriott, chairman and CEO of Marriott International; political leaders, including Richard Gephardt and Bob Dole; major figures in medicine and the military; Grammy- and Emmy-winning entertainers, and more. They will show you how to find your career path, make your way to the top, and stay there once you've arrived. You'll learn how to: Discover your many talents and let go of your fantasies Find a job that you look forward to every day Harness your fear to sharpen your professional judgment Develop professional charisma--yes, you can Delve into specific problems in great depth without micromanaging Master the art of risk analysis Learn to use anger as a valuable tactic rather than an uncontrollable emotion And much, much more About the Author Thomas A. Schweich is a partner at Bryan Cave LLP and has advised and provided legal counsel to numerous luminaries in business and politics. An accomplished speaker, Schweich is also the author of Protect Yourself from Business Lawsuits and Crashproof Your Life.