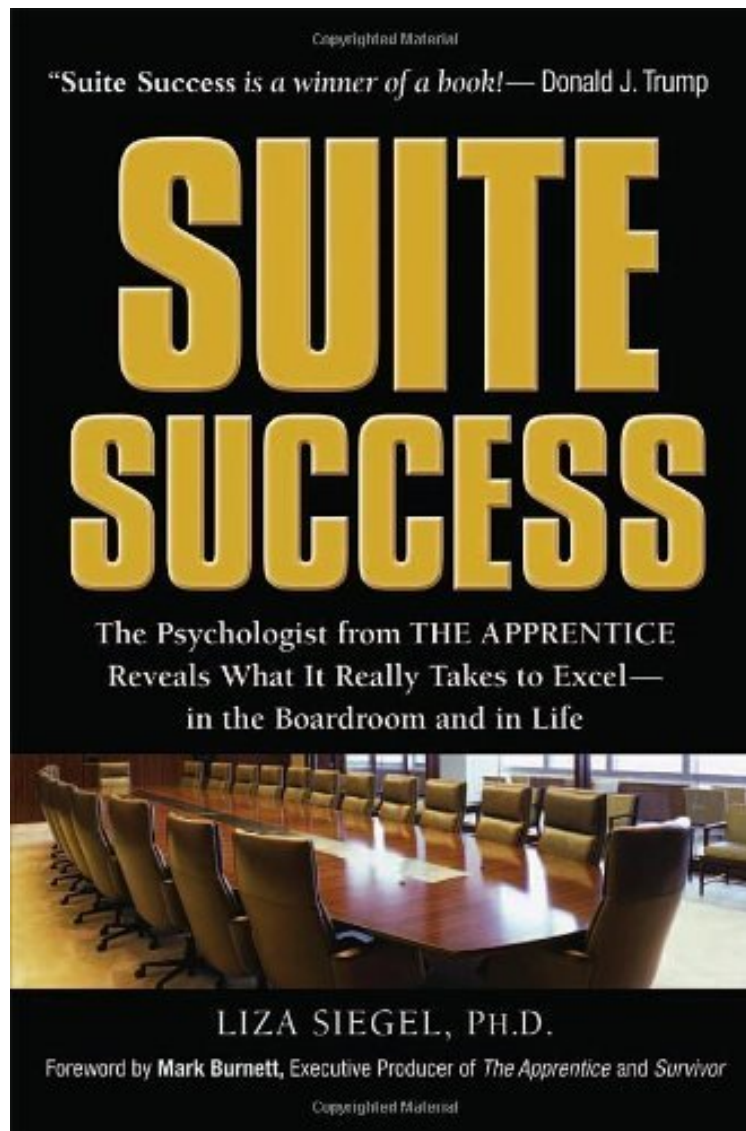


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## Suite Success: The Psychologist from The Apprentice Reveals What It Really Takes to Excel -- in the Boardroom and in Life

*Liza Siegel*

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**Liza Siegel : Suite Success: The Psychologist from The Apprentice Reveals What It Really Takes to Excel -- in the Boardroom and in Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised Suite Success: The Psychologist from The Apprentice Reveals What It Really Takes to Excel -- in the Boardroom and in Life:

1 of 1 people found the following review helpful. Dr. Scout Cloud Lee from Survivor Vanuatu Reviews "Suite

Success"By Dr. Scout Cloud LeeI have had the opportunity to know Liza Siegel personally from inside the CBS show, Survivor. Suite Success is a beautiful expression of Liza's authenticity, precision, and dedication to her work. She is one of the most genuinely warm people on the planet. She's walks her talk and writes about it with an eye for feeding the souls of everyone interested in succeeding. Secondly, I am a corporate executive and corporate coach. Reading Suite Success was a breath of fresh air. Liza illustrates repeatedly the power of optimism, resilience, and creativity in the world of business. While the cast of Apprentice is uniquely A type personalities, they are also the cream of the crop of a casting process that seeks only the finest from the entire country. This book authenticates what the best do to succeed. Finally, I am an author of inspirational and motivational books for business and life. Liza brings to the boardroom of life, a plethora of examples and coaching tips for success. This will be required reading for my leadership seminars. Dr. Scout Cloud Lee, Author and Motivational Speaker1 of 1 people found the following review helpful. Optimism and the Power to Change Your LifeBy Dr. B. K. HawkinsOh no, another "self-help" book. What could be different about this one that makes it a "must read?" The short answer to that is that the research in this book is based on a tremendous sampling of individuals. In fact, the case studies cited by Dr. Siegel are only the tip of the iceberg, so to speak. For every contestant who appears on the television show, there are thousands, maybe tens of thousands, who don't pass the preliminary psychological testing. This means that Dr. Siegel's data is drawn from a much larger pool than is at first apparent. As anyone who has taken psychological statistics knows, the bigger the data pool that a researcher can draw from, the more reliable the results that are produced. But the biggest data pool in the world would be useless in the hands of an untalented interpreter. This is not the case with this book. Dr. Siegel is not only able to draw out the often subtle information contained in the data, she is also able to present her findings in a clear and intelligible manner that is perfectly understandable to the average reader. Moreover, Dr. Siegel fleshes out the bare bones of the data with interesting stories about the participants in the television show that appeals to the tabloid addict in all of us, and then lays out a clear program for adapting her findings to the lives of average individuals like you and me. All in all, this is an impressive book that has very broad applicability to many peoples' situation and is certainly not just for business people alone.1 of 1 people found the following review helpful. This book is just plain terrific!By A. GuildSuite Success is an easy read and does a great job of explaining the softer side of leadership. There are not many books out there about optimism or resilience and this one does an excellent job of tying those features to leadership and is supported by scientific study as apposed to just observation. It has some great tools anybody can use to help them improve thier outlook on life and I cannot recommend it enough!I hope you get as much out of this as I have.

"The psychologist behind The Apprentice reveals the surprising qualities that are essential for getting to the top! As the Consulting Psychologist for the popular reality show The Apprentice, Dr. Liza Siegel is in charge of screening, testing, and interviewing applicants--as well as escorting "'fired'" contestants from the set. From this unique perspective--as well as her many years in clinical psychology--Dr. Siegel has learned the valuable (and surprising) lesson that without certain beliefs and attitudes, even people who are extremely capable, hardworking, and honest are apt to be thwarted in their quest for the top. Packed with real-life examples and stories about contestants from The Apprentice, Suite Success shows readers how they can:\* learn to develop the positive mindset that leads to self confidence and improved work relationships \* be seen as resilient, tough, and even-keeled in high-stress and competitive environments \* develop the proven philosophy that will enable them to become charismatic and effective leadersTrue success is often a function of mind over matter. Featuring a Foreword by Mark Burnett, Executive Producer of The Apprentice, this unique, fascinating book gives readers the edge--and attitude--they need to win."

"Cecil Johnson, Ft. Worth Star-Telegram, and nationally syndicated reviewer: "'Even people who don't care much for reality TV -- and those who don't particularly admire Donald Trump, for that matter -- may find reading Siegel's reality TV spiced spin on the efficacy of optimism a positive experience.'" Business Times (New Haven, CT): "'Suite Success will resonate with not only fans of The Apprentice, but everyone who covets a winner's attitude.'" "'Liza has zoned in on some very important attributes for success, and has written clearly and effectively about them. This book is relevant for anyone looking to succeed, no matter what the endeavor. Having a positive attitude is a winner's approach, and Liza shows us how important an element it is for success. Suite Success is a winner of a book!'" -- Donald J. Trump "'Getting fired on national television is not an easy thing, nor is surviving on an island without food or shelter for six weeks. What Liza and I have observed in this select group of competitors is that their attitude and mental states are central to their high levels of achievement, both on the show and in their personal lives. Liza has been on the sidelines, watching, observing, and making sense of all of these high-energy, Type A, optimistic, and outgoing personalities for the past five years. During that time she has compiled some fascinating information about what fuels success. . . . since casting the first Apprentice I have met hundreds of self-made entrepreneurs who are passionate about what they do and who are earning more in their early twenties than the average forty-year-old in corporate America. What sets them apart is what Liza talks about in this book. Many books have been written about having a positive attitude, but Liza's book makes the qualities of optimism and resilience

quite concrete, with great examples from the show. As she is able to do when she works with the contestants, she turns her knowledge of human behavior and psychology into something that is genuinely helpful." -- Mark Burnett, Executive Producer of The Apprentice and Survivor, from his foreword "A must book for any executive. Dr. Liza Siegel reveals how success in today's boardroom is not just about book smarts-- it's about people smarts. Emotional resilience, bouncing back from setbacks, optimism, and the ability to read others are the critical skills for success in today's rough and tumble capitalism. This breakthrough book shows you the way, using exciting examples to reveal the secrets of success in today's boardroom." -- Dr. Richard Levak, personality expert and Licensed Clinical Psychologist" About the Author Liza Siegel, Ph.D., is the consulting psychologist for the hit television shows The Apprentice and Survivor. She operates a private practice, and has taught psychology at Antioch Graduate School and other universities. She lives in Berkeley, California.