

LINDA KAPLAN THALER & ROBIN KOVAL

THE US BESTSELLER

The

POWER

of
NICE

How to Conquer the Business World with Kindness

'If you want to discover the surprising power of nice, read this book.

Memorize it. Use it. You'll be glad you did.' **DONALD TRUMP**

Linda Thaler Kaplan and
The Power of Nice



[continue reading](#)

Linda Kaplan Thaler and Robin Koval have moved to the very best of the advertising sector by following a simple but powerful philosophy: it pays to be nice. Most important, they present a plan of action covering from creating a positive impression to sweetening the pot to turning enemies to allies. In *The Power of Nice*, through their own encounters and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, good people finish first. THE ENERGY of Nice implies that 'nice' companies have lower employee turnover, lower recruitment costs and higher productivity. In the current interconnected world, businesses and folks with a reputation for cooperation and reasonable play forge the type of relationships that result in bigger and better possibilities, both running a business and in lifestyle. Nice people live longer, are healthier and earn more income. But being good doesn't mean being a push-over. Kaplan Thaler and Koval illustrate the surprising power of wonderful with an array of real-life illustrations from the business arena along with from their personal lives. Actually, nice may be the toughest four-letter term you'll ever encounter. Where so many companies encourage a dog-eat-puppy mentality, The Kaplan Thaler Group has succeeded through chocolate and plants. Filled with inspiration and suggestions about how to supercharge your career and increase your reach in the workplace, *The Power of Nice* will transform how your home is and work.



[continue reading](#)

download The Power of Nice fb2

download The Power of Nice djvu

[download free ICO Islamic Studies Textbook: Grade 9, Part 2 \(with CD\) epub](#)

[download free Textbook: Grade 9, Part 1 \(With CD-ROM\) \(ICO Islamic Studies\) txt](#)

[download The Internet is a Playground: Irreverent Correspondences of an Evil Online Genius mobi](#)