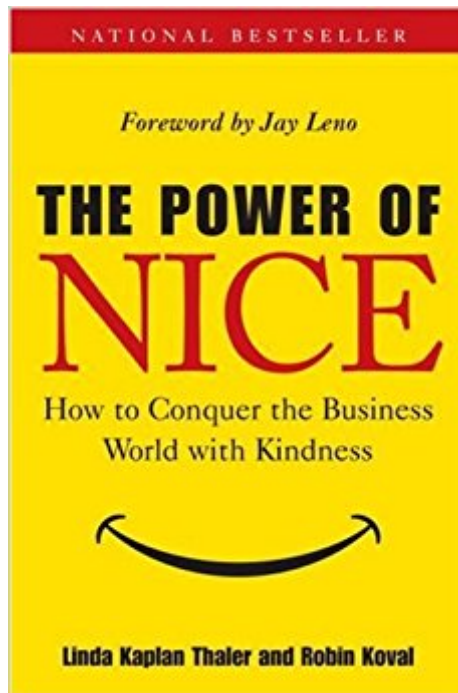




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# The Power Of Nice: How To Conquer The Business World With Kindness



## Synopsis

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog eat dog mentality, the Kaplan Thaler Group has succeeded through chocolate and flowers. In *The Power of Nice*, through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first. Turning the well-known adage of “Nice Guys Finish Last” on its ear, *The Power of Nice* shows that “nice” companies have lower employee turnover, lower recruitment costs, and higher productivity. Nice people live longer, are healthier, and make more money. In today’s interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies into allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, *The Power of Nice* will transform how you live and work.

## Book Information

Hardcover: 144 pages

Publisher: Crown Business; 1 edition (September 19, 2006)

Language: English

ISBN-10: 0385518927

ISBN-13: 978-0385518925

Product Dimensions: 5.2 x 0.6 x 7.8 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 125 customer reviews

Best Sellers Rank: #141,716 in Books (See Top 100 in Books) #91 in Books > Health, Fitness & Dieting > Psychology & Counseling > Occupational & Organizational #158 in Books > Business & Money > Women & Business #182 in Books > Business & Money > Marketing & Sales > Customer Service

## Customer Reviews

With a foreword by Jay Leno, how could this not be a nice book? Coauthors Thaler and Koval

submit their own success in the cutthroat world of advertising as evidence that nice girls can finish first while taking home more than a dozen Clio awards along the way. Following up their bestselling look at creating compelling marketing strategies—Bang!—they turn most truisms about business inside out, arguing that good deeds are rewarded, not punished. Warning against a me vs. you mentality, they even suggest helping opponents as a good way to boost a career. Game face on? Thaler and Koval say, take it off. Being genuine, they explain, produces much better results. From crediting their friendly building security guard for helping them sign new clients to recommending chocolate as an accompaniment to presentation materials and invoices, they build their case for using little gestures to get you what you want. Though a lively and pleasant read, this is not a cutesy little bonbon of a book. Well thought-out and crisply presented, it offers key principles, case studies and exercises to help make niceness habitual. Some exercises, like turning personal disappointment into positive energy, are even quite therapeutic. (Sept.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

—“This little book will show you why women should run most corporations in America, and maybe the entire country. Reading Nice will improve just about everything in your life, and that’s a promise.”—James Patterson, bestselling author, former CEO of J. Walter Thompson North America —“The Power of Nice is a wonder drug! It could literally save your career and your life.” And let me suggest a first act of kindness: buy some extra copies for your enemies. I’ll bet they need The Power of Nice more than you do.”—Keith Ferrazzi, author of Never Eat Alone, the bestselling book on building relationships for success —“Leo Durocher was wrong! Linda Kaplan Thaler and Robin Koval’s The Power of Nice is the antidote to our increasingly mean-spirited culture. I’m going to send a copy to every political campaign consultant I know.”—Arianna Huffington —“In negotiation, the cheapest concession you can make is to be nice. And the returns can be high, as Linda Kaplan Thaler and Robin Koval show in this delightfully readable primer packed with practical advice and entertaining stories. I recommend it with pleasure!”—William Ury, co-author of Getting to Yes and author of The Power of a Positive No (2007). —“For my money, I would always rather make a deal with people I like who treat me well. 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

Frankly, I think it would be ludicrous for anyone to need to read a book about being nice, either to

understand what that involves or to be reminded of why it is important. That said, the sad fact remains that there are many people in our so-called "civilization" who are thoughtless, inconsiderate, rude, mean-spirited, and in some cases vicious. Of course, Linda Kaplan Thaler and Robin Koval know that. Presumably they also know that those in greatest need of this book are least likely to read it. Nonetheless, they clearly believe in the inherent value of kindness and convinced that it is possible to "conquer [or at least prosper in] the business world with kindness." They also believe that kind people are happier and healthier, that they achieve a higher quality of life as well as a higher standard of living, and that kindness can be an effective shock absorber in a world that seems to become nastier each day. Thaler and Koval identify and then discuss "The Six Power of Nice Principles" and devote a separate chapter to each. It is important to note that these principles do not involve self-serving strategies and tactics. They comprise the foundation of a mindset that must be authentic, consistent, and cohesive as well as pragmatic. It is no coincidence that many (if not most) of the companies annually ranked among the most highly-admired by Fortune magazine are also ranked among those that are the best to work for and the most profitable. Southwest Airlines, for example, attracts far more job applications than there are positions available and many of the applicants work for other airlines. Throughout 30 years of frequent experience with Southwest, not once have I encountered an employee (either in the air or on the ground) who was not nice. Readers will especially appreciate the provision of "Nice Cube" exercises and applications at the end of each chapter. Whatever her or his circumstances at work and at home may be, any person can immediately complete the exercises and take the initiatives that will strengthen her or his "niceness muscles." These suggestions offer no head-snapping revelations, nor do Thaler and Koval make any such claim for them. For most readers, they serve as useful reminders of what is regrettably uncommon courtesy. "If you take anything away from this book, we hope it's the realization that there is untapped potential in even the smallest good deed, and that it can have a multiplier effect strong enough to change the world" or at least the world in which each reader lives. Thaler and Koval go on to observe, "Yes, a random act of kindness can help you become healthier, wealthier, and wiser. But, most of all, it will make you happier. And, after all, isn't that the real power of nice?" Indeed it is.

I was first introduced to this book by an associate who said it described me perfectly. I didn't realize what a compliment this really was until I ordered it from [Amazon](#) and read it. If you are not a nice person, this book can really revolutionize your outlook. It lays out the case to be nice to others in a logical manner and provides a lot of thought provoking reasons to embrace this concept. If you are already

a nice person, you will get even more out of this book. Lots of great advice on sincerity and how to still get what you want out of any relationship. You simply can't go wrong. On top of this, the book is both easy and fun to read. It's a GREAT conversation starter and wonderful source of quotes for classes and speeches.

A lot of obvious things and not much to add if you are already a nice thoughtful caring person at work. If you are not, this also won't change you.

A real excellent read. Very insightful and unconventional in its approach. I was able to use the tactics in this book after one day.

The book offers some gems, but it's a little on the fluffy side for my tastes.

Really good!

I liked the message of this book very much. This has also been my message on my lectures for many years. Surely it sounds naive sometimes, but if we do not believe in people and if we do not want good for them, we are in bad trouble. We need nice workplaces and nice homes in order to thrive. The writers make many excellent points which I hope will be shared. What is especially nice, they themselves want to share what they have learned. I have some minor points I did not like so much. Was it necessary to tell the name of their dentist? And some similar things. I may not agree with that therapist who said that never explain or defend. Think about situation where you are late in work or did something which is not liked. We expect explanations. Those who don't are regarded as odd. Anyway, nice book!

Great read. Second book I have read by these authors. Will go back and re read again in a bit to glean more info.

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